The Investigation of the Effects of Cognitive Motivators on Brand Loyalty with Regard to Communication Commitment, Brand Satisfaction and Effective Motivators

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Abstract
Brand cognitive motivations are a function of tendencies and behaviors that are inherently brand-driven of trust that consumers have compared to other brands than a brand that this considered to be customer loyalty. Accordingly, the main purpose of this study is to investigate the effects of cognitive motivators on brand loyalty, taking into account communication commitment, brand satisfaction, and effective motivators. The research type is applied and the survey is collected through a correlation method. The statistical population of the research is Nivea customers of Isfahan Brand Company at City Center Mall. The research tool of the questionnaire and the size of the society is 384 people. Therefore, 384 questionnaires were distributed and 286 questionnaires were returned without loss. The data were analyzed through SPSS and Amos software. The results show that cognitive motivators in the dimensions of awareness, perceived quality, image and perceived value of brand influence on brand satisfaction and cause customer loyalty to the brand, it is suggested that companies increase attention to customer satisfaction as one of the company's missions is important and in promoting the company highlighting points directly targeting the customer satisfaction issue that will lead to customer loyalty to the brand.

Keywords: Cognitive motivators, Brand loyalty, Community commitment, Brand satisfaction, Nivea customers of Isfahan Brand Company at City Center Mall.

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Introduction
Due to the challenges in business environment, organizations are not only seeking new customers, but they have also taken the strategy of maintaining current customers and promoting their loyalty to the organization. Therefore, customers' satisfaction is not enough and marketers should provide the ground for improving customer loyalty. In such a paradigm, the goal is to establish long-term relationships with interested groups and, most importantly, with the customer, in such a way that they retain more customers. Losing more customers to ensure market share and profitability ultimately results in the long run. Different tools are used to communicate with customers and to sell products that one of these tools is a brand.

Companies with high performance in various industries are moving towards customer retention and loyalty, as most markets are in their maturity, competition is increasing, and the cost of attracting new customers has increased sharply. To this end, in order to create effective motivations in the customer, identifying the factors and drivers of brand loyalty, brand commitment, and customer loyalty to the brand is a fundamental concept that affects a variety of factors and conditions. A lot of things make the customer motivation that their impact varies on the type of business, from organization to organization, and from store to store. The exact recognition of these factors and the determination of the effectiveness of each of them in helping managers make the right decision is of great importance. On the other hand, organizational resources are limited, and if management is to design plans to protect its customers, these resources should be allocated to these limited resources, according to the factors affecting the loyalty and importance of each of these factors (Cutler, 2016, p. 81).

The health and beauty industry is one of the growing industries of the present world and Iran. Due to the increasing number of different companies and, consequently, increasing competition in the market, it is necessary to carry out various researches and obtain the results of the relations of variables that make progress in this competitive and, of course, competitive market, by adopting strategies and decisions that are better and more measured. Due to the rise of cosmetic products, without doubt, given the competitive environment that dominates the industry in the coming years to gain an appropriate position in the minds of customers so that they remain loyal to the products, customer loyalty is a hallmark of business success and cosmetics and cosmetics company, which is based on the results of the current research on the products of Nivea, has led to an increase in the introduction of this brand to customers, which is of great importance to the organization and the same managers weaknesses and strengths. Identify the organization and, in line with the promotion of marketing activities, productivity and brand loyalty to activity and planning. Therefore, the statistical society of the present study has been formed by customers of Nivea at Center brand in Isfahan. Also, given the fact that the company's brand value is the most valuable assets of any company, the more brand the consumer is in the minds of the
consumer, the company can gain more benefits from consumers. Therefore, the main aim of this research is to answer the question of how cognitive stimulatory effects affect brand loyalty, taking into account communication commitment, brand satisfaction and effective motivators for Nivea products in City Center of Isfahan.

Research Methodology
This research is based on the purpose of the applied type and in terms of data collection method is descriptive-correlation research. Because of the fact that new knowledge that applies a specific application to a product or process that is true, and it describes how it interprets what it describes and relates to existing situations or relationships, common beliefs, current processes, evident effects, or growing trends. Correlation also analyzes the relationship between the variables based on the purpose of the research, because there is a correlation between the changes of a variable with other variable variations.

3.3 Statistical Society of the Research
The statistical population is a set of individuals, components, and factors that are common in at least one attribute. (Khaki, 1388: 250). The statistical population of this research is the customers of the New City Center of Isfahan with 384 people in the winter of 2018.

3.4 Statistical Samples and Sampling Methods
A statistical sample is a collection of signs that are selected from one part, a group, or a larger community, so that the set represents the quality and characteristics of that part, group, or larger community (Khaki, 2009: 250). The statistical population of this research is the customers of the New City Center of Isfahan with 384 people. Due to limited sample size, census was used so 384 questionnaires were distributed and 286 questionnaires returned without loss.

3.5 Method and tools for data collection
Data collection tools are scales that the researcher can collect, record and quantify their required information (Hafez Nia, 1393: 171). To carry out any kind of study, data are collected and tested using hypotheses. Data gathering method is a field and data collection tool is a questionnaire in this research. Data gathering tool was a researcher made questionnaire:

The questionnaire questions are as follows:

| Dimension                | Question Quantity |
|--------------------------|-------------------|
| Perceived quality        | 16-9              |
| Brand image              | 24-17             |
| Perceived value          | 33-25             |
| Brand Enjoyment          | 40-34             |
| Excitement               | 50-41             |
| Satisfaction Brand       | 58-51             |
| Communication commitment | 65-59             |
| Brand Loyalty            | 75-66             |

3.6 Validity and reliability of the questionnaire
In each research, the suitability of measuring instruments is very important. Each instrument should have the necessary validity and reliability so that the researcher can collect data appropriate to the research and analyze the data, test the hypotheses and respond to the research question.

3.6.1 Validity
The validity of this is that the scale and content of the tool or the questions contained in the data gathering tool accurately quantify the variables and the subject of the study, that is, neither the data gathered through the surplus tool on the research need nor the part of the data required for the measurement of the variables It is not removed from the content of the tool or it shows the same reality in other ways (Hafez Nia, 1393: 182). In this research, formal validity was used to make the questionnaire more reliable. Thus, the study of theoretical foundations, researches and specialized books in the field of research, as well as the views of a group of experts and professors have been used. Also, the convergence and divergence validity of the questionnaires is calculated in the fourth chapter.

3.6.2 Reliability
The purpose is to use the measurements in a short interval of several times and to give a group of individuals the
results are close to each other. To measure the reliability of the index we call the coefficient of reliability, and its size is usually between zero and one. The zero coefficient represents the instability and the coefficient of reliability of one, is a complete stability assertion (Khaki, 2009: 245). In order to calculate the reliability coefficient in this study, the Cronbach alpha coefficient is used. In this method, if the alpha coefficient is more than 70 hundredth, internal consistency reliability is acceptable (Tabibi et al, 2009: 212).

Cronbach's alpha for variables is as follows:

| Variable                  | Cronbach's alpha |
|---------------------------|------------------|
| Brand awareness           | 0.862            |
| Perceived quality         | 0.767            |
| Brand image               | 0.777            |
| Perceived value           | 0.845            |
| Brand Enjoyment           | 0.812            |
| Excitement                | 0.850            |
| Satisfaction Brand       | 0.818            |
| Communication commitment | 0.816            |
| Brand Loyalty             | 0.857            |

As shown in Table (3-3), the Cronbach's alpha for all major variables has been calculated to be high (0.7). Therefore, the reliability of data collection tools is confirmed in this study.

3.7 Analysis of data

The main instrument for collecting data in this research was a questionnaire and respondents answered questions based on a five-degree Likert scale. Also, descriptive and inferential statistical methods are used to analyze the data. SPSS22 and Amos software is used for data analysis.

3.7.1 Kolmogorov-Smirnov test

The Kolmogorov-Smirnov test was used to determine the distribution of which of the variables is normal. Kolmogorov-Smirnov test is a simple nonparametric method for determining the empirical information integrity with selected statistical distributions. The Kolmogorov-Smirnov test is a method for detecting the normal distribution of frequency observations are collected. This test is used to obtain the required authorization for regression, Pearson correlation coefficient and T group tests on the research variables in order to prove the normality of the information.

3.7.2 Conformity Pattern Matching Test

The purpose of evaluating the fit of the whole model is to determine how far the whole model is compatible with the experimental data used. There is a wide range of fitness criteria and indicators that can be used to measure the fit of the entire model. Unfortunately, none of these is superior to the rest in all respects. Because a specific fitness index varies depending on the sample size, the estimation method, the complexity of the model, the assumptions about normality, or the combination of the above conditions differently. Therefore, depending on model conditions, different people may use different indexes for fitting the model. In this section, the conceptual model of the research is mapped in the form of a path diagram and measured using different methods of fitting it. A complete model of structural equations in fact represents a mixture of path diagrams and confirmatory factor analysis.
### Abstraction ladder of research variables

| Abstraction form based on brand awareness variable | Nominal definition |
|---------------------------------------------------|-------------------|
| Behavior based on brand equity                     | Exchange knowledge within the organization |
| ↓                                                  |                   |
| ↓                                                  |                   |
| ↓                                                  |                   |
| ↓                                                  |                   |
| Progress and promotion of the organization's activities | Proof of Knowledge, Collaboration, Change and Innovation |
| ↓                                                  |                   |
| ↓                                                  |                   |
| ↓                                                  |                   |
| A concession is obtained from the degree of coordination between the work done with job descriptions and the acquisition of experience for the promotion of the firm's brand. | A concession is obtained from the level of employee perceptions and knowledge about the organization's economic, social and financial issues. |
| ↓                                                  |                   |
| The company rewards its employees for providing brand creativity. | The point is that the level of familiarity of the employees with the specialists, scholars and scientific theories related to their jobs is obtained. |
| 2. The company compares employees to their brand-based standards through collective evaluation. |                   |
| 3. The company adapts the behaviors to employees through educational programs. |                   |
| 4. When employees show behaviors that enhance brand value, the company gives them official rewards. |                   |
| 5. The company, using a suitable method, informs its staff about the issues that are relevant to them. |                   |
| 6. The company values the cooperation of individuals within the units and appreciates them. |                   |
| 7. Employees participate in the exchange of knowledge within the company to actively promote the brand level |                   |
| 8. The employees of the company are well-received for the exchange of knowledge within the company. |                   |
| Abstraction form based on perceived quality variable | Nominal definition |
|------------------------------------------------------|-------------------|
| Compatibility | Encouragement system | Proactive procedures |
| Dimension |

down

easy access | Advertisements | Quality |

Components

A concession is obtained from the existence of the organization's products available to the customer as a result of the goods.
The concession is obtained from the customer due to the creation of an intellectual background for the purchase of brand products.
The point is obtained from customers in terms of brand quality in their minds.

Indicators

I only think of this brand when buying.
I have more attention to this brand than other brands.
I under any circumstances avoid buying from another brand and buying from my brand.
I'm excited to make this brand better than other brands.
I feel better with this brand than other brands.
I've gotten more links to this brand than other brands.
I'm more interested in this brand than other brands.
It's important for me to buy this brand.

| Abstraction form based on brand image variable | Nominal definition |
|------------------------------------------------|-------------------|
| Various results of branded units | Providing services with brand image | Defend brand |
| Dimension |

down

Ability to assess the strengths and weaknesses of increased expertise, success in organizational responsibility
Understanding, remembering and applying brand
Standards and Criteria

Components

A concession is obtained through the ability to assess weaknesses and strengths, providing constructive solutions, the ability to analyze and anticipate phenomena in terms of brand outcomes.
A concession is obtained from the ability to apply skills to change the status quo and achieve the desired status in providing brand image of the organization.
A concession is obtained from the degree of observance and rules, the level of use of standards and criteria related to the organization's programs.

Indicators

I hope that my family and acquaintances feel that my image has been incorporated into the brand image of the company.
When others blunder the brand image of the company, I defend it.
Employees successfully transfer brand value through an interactive process with customers.
Employees are hoping that customers will feel that their services are branded by the
company. It has been well-informed about improvements in the balance between work and family life. The company has been well informed about the various work programs of the company. A good company has been informed about the diverse results of the company's units. Appropriate information has been provided about new and recent events in the field of issues related to the company's relationship with the outside environment.

### Abstraction form based on perceived value variable

| Solutions to fix problems | Implementing organizational procedures and procedures | Implementing the instruction of the directors | Importance of Customer Service |
|--------------------------|-----------------------------------------------------|---------------------------------------------|------------------------------|
|                          |                                                    |                                             |                              |
| ↓                        |                                                    |                                             |                              |
| Social capital, formal and informal relations | Monitoring and evaluation | Understanding the future needs of the organization | Awareness of the service system, educational services, goals and missions |
| ↓                        |                                                    |                                             |                              |
| A concession is obtained from the level of familiarity of staff with the position of the organization among competitors, books and valid articles related to the job to solve problems. | A concession is obtained from making decisions for the deployment of human resources in the position associated with their expertise and examining the strengths and weaknesses of individuals. | The privilege is obtained from the improvement of operations in the context of administrative strategic issues, the training of staff, the improvement and improvement of the organizational process in the structure of the organization. | A concession is obtained from the level of justice and importance in providing customer service in the organization. |
| ↓                        |                                                    |                                             |                              |

#### Indicators
- The staff are trying to help resolve organizational problems by implementing solutions.
- Employees follow organizational rules and procedures with conscientiousness.
- Employees fail to comply with the instructions of the head of the organization.
- Employees are always ready to help other employees.
- Employees are willing to work with other employees to solve their problems.
- Employees respond well to customer requests.
- The staff constantly strives to understand customer expectations.
- Employees are critical in serving daily customer service.
- Employees receive feedback from customer satisfaction according to their work.
| Abstraction form based on the variable of stretching | Nominal definition |
|---------------------------------------------------|-------------------|
| Actual and practical commitment for service       | Dimension         |
| Transforming a good sense of work                 | Indicator         |
| Setting up personal goals                         |                   |
| Detecting the feelings of colleagues              |                   |
| Increasing expertise, self-confidence and success in your work responsibilities | |
| Employee satisfaction, constructive solutions, motivation | |
| Promotion of work, promotion of insight and the level of job and social awareness in the workplace and the use of acquired expertise | |
| Understanding, remembering and applying           |                   |
| A concession is obtained from the degree of utilization and utilization of the skills necessary to carry out a job with a profession in an organization. | |
| The point is that the change in the behavior of employees after transferring a sense of goodness from the colleagues is in line with the goals of the organization. | |
| The point is obtained using the experience and capabilities acquired during work.... | |
| A concession is obtained from the proportion of employee behavior, organization expectations, rules and policies governing the behavior of the organization and employees. | |

The form of abstraction is based on the variable

| Transparency in services | Brand Selection | Shape and brand name |
|-------------------------|----------------|---------------------|
| Dimensions              |                | Components          |
| Nominal definition      |                | Operational definitions |
|                         |                | Indicator            |

- Although there are other brands for sale, I buy this brand.
- I always find myself compatible with the purchase of this brand.
- If this brand is not ready at the store, I'd rather buy it later.
- The cases supported by the brand-sponsored organization are in line with its original business.
- Regarding the main business of the organization, it is very reasonable that the brand-sponsored organization will support in some cases.
- Supporting these issues is very good with the company's main business.
- The duration of the promotions in the brand is long.

- The point is the point that is obtained from the level of customer awareness of how services are received in comparison with other organizations.
- The point is the point that comes from the brand's superiority and priority compared to other brands.
- It is meant to be achieved by seeing the shape and brand in the minds of customers.
I always feel my friends in their behavior.
I see the feelings of others very well.
I always set my goals for myself and then look for the best ways to reach them.
I always say to myself that I am a decent person.
I am a motivated person for the sake of excellence and the goals of the organization.
I feel good about this because I often experience a special feeling of myself.
There is a real and practical commitment to serving the organization.
Look at customers as opportunities rather than sources of revenue.
The organization's existential philosophy is due to its services to the needs of its customers.
Regular management takes care of customer service and frontline staff.

Abstraction form based on satisfaction variable

| Quality used by the customer | Importance of needs and interests | Increasing the ability of employees | Quality Assurance |
|------------------------------|-----------------------------------|-------------------------------------|------------------|
| Transparency, Skills, Standards and Criteria | Performance matching with development, behavior change, performance improvement | Skill, knowledge and experience, ability to do things | Reduction of deviations, customer satisfaction, organizational development |

The point is that the organization achieves the standards and criteria for work in providing customer service in order to learn and train employees.

A concession is obtained from decision making for the deployment of human resources in a position related to the specialists in order to improve the quality of service in customer satisfaction.

A concession is obtained using the experience and capabilities acquired during the work for customer satisfaction.

The point is that the organization acquires the standards and criteria for work in providing customer service in order to learn and train employees.

The company delivers the expected quality of the customer.
The company has a list of customer needs.
Complaints will be answered within two days and will be resolved in the same week.
In the company, customer satisfaction is one of the criteria for job performance.
The quality of service is measured continuously.
Regarding the services the company offers, the situation is constantly under special supervision.
Practically provides management with a view to enhancing the staff's ability to deliver excellent resources.
Managers give input to people and lead them to create quality services.
| Nominal definition | Abstraction form based on the relationship of communicative commitment |
|--------------------|---------------------------------------------------------------------|
| Dimension          | Staff Expectations | Dealing with behavior | Adaptation of duty to function |
| Components         | Feedback rating 360 ° | Motivation and belief (job and occupation) | Progress and promotion and activity in the organization |
| Operational Definition | To evaluate the results of evaluation of performance and its use in order to correct and eliminate problems | The point is a point that derives from the manager's wisdom and knowledge of outstanding performance and financial support and the creation of a desire for effective professionalism. | A concession is derived from the proportion between employee behavior and organizational expectations, and the rules and policies governing the organization's behavior. |
| Indicator          | The company has the necessary equipment and facilities for brand development. In this company, there is the cooperation of units and other groups of companies. In the company, the brand-leading brand will provide support for managers. In this company, the job is consistent with the job. There is commitment in the company for decent services. The feedback of the company's performance has been shaped by the commitment of the employees to the brand. In this company, laws and policies affect the development of brand names. | | |
### Abstraction form based on brand loyalty variable

| Nominal definition | Dimension | Components | Operational Definition | Indicators |
|--------------------|-----------|------------|------------------------|------------|
| Customer Expectations | Service review | Matching brand quality | Feedback rating 360 ° | Motivation and belief | Progress and promotion and activity in the organization |

| A concession is obtained from examining the results of performance evaluation and its use in order to correct and fix the defects. |
| A concession is obtained from the amount of knowledge and knowledge of the customers of outstanding performance and desire for loyalty and purchase. |
| A concession is obtained from the degree of coordination between the work done with job descriptions and job experience for advancement of progress. |

| Advertising can be considered as a long-term advertising campaign. |
| The company invests a lot of resources (time, money, expertise) in its brand promotion. |
| Many resources (time, money, expertise) are invested by the company in brand advertising. |
| The amount of resources invested by the company in brand advertising is high. |
| It seems that it is important for senior management to support what the company is doing. |
| It seems that senior management is interested in the type of cases supported by the company. |
| It seems that senior management has meaning and value for what the company supports. |
| In general, I am the one who is important to me, what kind of goods I buy. |
| In general, I am the one who is interested in the type of product I want to buy. |
| In general, I am the individual who values and values for the product I buy. |

### Discussion and conclusion

#### 5.1 Results of descriptive statistics

The results of the research also show that the total number of 168 samples is the most frequent in women with 58.7% and the least frequent in men is 41.3%. The results of this study show that from 186 individuals the sample is 32.9%, that is, the highest frequency is between the ages of 30-40 years and 11.5%, the least frequent are those older than 50 years old. The results of the research also show that out of a total of 186 samples, the most sample individuals, 36.4%, have undergraduate education and the least sample is 10.8% associate.

#### Analysis of the results of the test of the research hypotheses

This research seeks to answer the question of whether the cognitive motivators affect brand loyalty in terms of communication commitment, brand, and motivational satisfaction. To answer this question, research hypotheses have been tested and below the results of this hypothesis Have been discussed and discussed.

#### Analysis of research hypotheses

##### First hypothesis: brand awareness affects pleasure

The standard coefficient of brand awareness brand on brand pleasure is 0.379, because its significance level is less than 0.05 (P<0.05) and the absolute value of the critical ratio is more than 1.96 (1.96) this path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, 37.9 percent of enjoyment variations are predictable by brand awareness. In other words brand awareness affects brand pleasure. Therefore, the above hypothesis is accepted.
Second hypothesis: brand awareness has an effect on excitation.
The standard coefficient of brand awareness pathway on excitation is 0.336. Since its significance level is less than 0.05 (P <0.05) and the absolute value of the critical ratio is more than 1.96 (1.96), this path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, awareness is arousing arousal. Therefore, the above hypothesis is accepted.

Sub-hypothesis 4: Perceived quality affects excitation.
The standard coefficient of quality perceived quality perception on excitability is 0.226. Since its significance level is less than 0.05 (P <0.05) and the absolute value of the critical ratio is more than 1.96 (1.96), this path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, it's possible to say that 22.6% of changes in excitability are predictable by perceived quality. In another sense, perceived quality affects brand pleasure. Therefore, the above hypothesis is accepted.

Third sub-hypothesis: Perceived quality affects pleasure.
The standard coefficient of perceived quality path on pleasure is 0.254 which, because its significance level is less than 0.05 (P <0.05), and the absolute value of the critical ratio is more than 1.96 (1.96). This path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, it can be said that 25.4% of the pleasures are predictable by the quality of the brand. In other words brand quality affects brand pleasure. Therefore, the above hypothesis is accepted.

Fourth hypothesis: Perceived value affects pleasure.
The standard coefficient of perceived value path on pleasure is 0.203 which, because its significance level is less than 0.05 (P <0.05), and the absolute value of the critical ratio is more than 1.96 (1.96). This path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, it can be said that 20.3% of pleasure variations are predictable by the amount of perceived value. In another sense, the perceived value affects brand pleasure. Therefore, the above hypothesis is accepted.

Fifth hypothesis: Joy affects brand satisfaction.
The standard coefficient of pleasure path on brand satisfaction is 0.232 which, because its significance level is less than 0.05 (P <0.05) and the absolute value of the critical ratio is more than 1.96 (1.96), this path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, it can be said that 23.2 percent of changes in brand satisfaction are predictable by the amount of pleasure. In another sense, they enjoy the brand's satisfaction. Therefore, the above hypothesis is accepted.

Tentative hypothesis: Arousal affects brand satisfaction.
The standard coefficient of the path of arousal on brand satisfaction is 0.270 which, because its significance level is less than 0.05 (P <0.05) and the absolute value of the critical ratio is more than 1.96 (1.96), this path is meaningless. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, the perceived value affects excitation. Therefore, the above hypothesis is accepted.
Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, it can be said that 27 percent of changes in brand satisfaction are predicted by the amount of arousal. In another sense, arousal affects brand satisfaction. Therefore, the above hypothesis is accepted.

**Elementary Hypothesis 11: Brand Satisfaction Affects Communication Commitment.**

The standard coefficient of brand satisfaction path is 2.052 which, because its significance level is less than 0.05 (P <0.05), and the absolute value of the critical ratio is more than 1.96 (1.96), this path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, it can be said that 20.2% of the communication commitment changes are predictable by brand satisfaction. In other words, brand satisfaction affects communication commitment. Therefore, the above hypothesis is accepted.

12th hypothesis: Brand satisfaction affects brand loyalty.

The standard coefficient of brand satisfaction mark on brand loyalty is 360/0 which, because its significance level is less than 0.05 (P <0.05) and the absolute value of the critical ratio is more than 1.96 (1.96), this path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, it can be said that 36% of brand loyalty changes are predictable by brand satisfaction. In other words, brand satisfaction affects brand loyalty. Therefore, the above hypothesis is accepted.

**Thirteenth hypothesis: Communicative Commitment affects brand loyalty.**

The ratio of the standard coefficient of affiliation to brand loyalty is 349/0 which, because its significance level is less than 0.05 (P <0.05) and the absolute value of the critical ratio is more than 1.96 (1.96), this path is meaningful. Given the fact that this coefficient is positive, it can be concluded that the two variables have a direct relationship with each other that their relationship is significant. In other words, 34.9% of brand loyalty changes can be predicted by the amount of communication commitment. In other words, communication commitment affects brand loyalty. Therefore, the above hypothesis is accepted.

**Comparing the results of the research with previous researches**

Table (1-5): Comparison of previous research or current research

| Result   | Conclusion                                                                 | Subject                                                                                     | Year | Researcher                        | Column |
|----------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------|-----------------------------------|--------|
| Confirmed| there is a direct relationship. Also, there is a meaningful relationship between information resources and product involvement. With the smallest increase in product orientation, brand commitment is significantly growing, meaning brand commitment is heavily dependent on product orientation | Investigating the relationship between product involvement and brand commitment               | 2018 | Abdulvand and Colleagues           | 1      |
| Confirmed| Brand trust plays a key role in improving customer behavioral habits. Also, increasing continuous customer commitment reduces their willingness to brand | A Model for Assessing the Effect of Bank Brand Trust on Loyalty Commitment of Customers       | 2017 | Dehdashti Shahrokh and colleagues  | 2      |
| Confirmed| Among the dimensions of brand personality, only the dimensional dimension of brand personality affects behavioral loyalty. Therefore, it is better to examine attitudinal and behavioral allegiance in examining the effect of brand personality | Evaluation of the effect of brand personality on attitude and behavioral loyalty of customers to Hyperstar brand | 2016 | Goodarzi and colleagues           | 3      |
| Contradicted | The consistency of brand and customer personality traits can create a customer's trust and sense of belonging to the brand, which leads to repeat purchases, in other words, customer loyalty to the brand and, ultimately, the creation of brand equity | Investigating the relationship between brand equity with brand and customer personality consistency | 2015 | Azizi and colleagues              | 4      |
| Result     | Conclusion                                                                 | Subject                                                                 | Year | Researcher                     | Column |
|------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------|------|-------------------------------|--------|
| Contradicted | Experiences and attitudes of consumers affect the formation of affective affiliation with brand. Also, consumers who depend on the brand have higher levels of loyalty, oral word-of-mouth releases, and tend to pay higher prices for the brand. | Investigating the affective affection of consumers towards the brand, taking into account pre-requisites and outcomes | 2015 | Kheyri and colleagues         | 5      |
| Confirmed  | Evaluation of the effect of brand mediation between personality and brand attitude with brand equity. To test the model, a sample of 432 people was selected through a cluster sampling method from among the customers of large chocolate stores in Iran. | Evaluation of the effect of brand image mediation on brand value formation | 2018 | Emari and colleagues          | 6      |
| Contradicted | Overall level, brand personality dimensions on equity, positive effect and attractiveness of consumer promotion have a negative effect. The positive effect of brand personality is more than its negative effect on sales promotion. | Investigating the effect of brand personality and sales promotion on brand equity | 2017 | Volt Florence and colleagues | 7      |
| Confirmed  | Brand experience has a positive effect on brand satisfaction, brand trust and brand loyalty, and brand trust and satisfaction have a positive and significant effect on brand loyalty. | Investigating the effect of brand experiences, trust and satisfaction on brand loyalty | 2016 | Shahin and colleagues         | 8      |
| Confirmed  | Hotels belonging to the same category have different brand equity, and brand differentiation and brand trust are variables that have a great influence on customer business relationships. | Investigating the Relationship between Equal Rights and Brand Commitment | 2015 | Kim Paquren and colleagues    | 9      |
| Confirmed  | Consumers’ satisfaction plays a modest mediator role between employee behavior, the concept of brand identity and brand loyalty, and the overall mediator role between physical quality and the integrity of lifestyle with brand loyalty. | Investigating the relationship between brand equity, brand loyalty and consumer satisfaction | 2014 | Tom and colleagues            | 10     |

5.3 Discussion and Conclusion

Nowadays, having a strong brand is one of the priorities of many organizations, so researchers in this field have always looked at it in different aspects, because brand status can be done both internally and externally. The branding approach outside the organization is a topic that has hitherto been the focal point of countless researchers and, of course, targeting customers, thus choosing ways to directly relate to the customer; on the other hand, employees are the most influential factors in the formation of the organization brand is in the minds of consumers and consumers of goods and services; in this case, the domestic brand is said to promote the brand within the organization, that is, the same employees, and on the other hand, the undeniable role of the employees has led to the human resources to build the brand in recent years, The focus of many scientific research. The study of the literature on the subject clearly shows that very little studies have been conducted on internal branding (based on human resources), and few studies have addressed this issue. In particular, by studying in domestic research sources, it is safe to say that research on the effect of brand-based human resource
management has not been conducted on other structural variables, so understanding the importance of the brand-based brand in the organization and its role in creating and Brand promotion. In this research, four important variables of marketing in the form of cognitive motivators in the conceptual model were used. Using the relationship between variables, the hypothesis test was performed. Based on the obtained results, all the trajectories traced in the research model are known. And their causal relationship at the level of confidence 95% was accepted. In general, the results showed that the dimensions of brand cognitive motivations in a company could lead to customer satisfaction and brand loyalty, which points to the importance of interaction between marketing and personnel departments in the company. Managers of the organization can, while reviewing the articles of association of the company and the organizational structure, help strengthen the engagement in order to increase the appropriate citizenship behavior. On the other hand, the results of the research confirmed that appropriate citizenship behavior at the organizational level and strengthening its dimensions could lead to customer satisfaction, and this should be considered with a general view along with other variables of research. Increasing interaction between human resources management and marketing sectors in order to strengthen the brand can lead to customer satisfaction with products and services. In this research, we also confirmed some of the above mentioned suggestions in this field. In addition, this research presented a theoretical model that marketing researchers can use to obtain the results and compare them with the results of other research that can be found in the field of service marketing, can provide strong theoretical support for variables and provide a solution. In order to increase customer satisfaction by focusing on the role of human resources at the individual and organizational level and strengthening brand loyalty, this issue is found less in literature and research background.

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