THE IMPACT OF AFFECTING FACTORS THE BRAND PERFORMANCE WITH INTERNAL BRANDING APPROACH (CASE STUDY: TEJARAT BANK)

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ABSTRACT

This study was conducted to evaluate the effectiveness of internal branding on the brand performance, the level of Bank staff. To evaluate the brand performance, the level of staff in the four dimensions of identity, commitment, Loyalty the banks Brand, and job satisfaction of employees, and internal branding, design a questionnaire containing 46 questions was specialized, which were approved for validity and reliability. The population for this study, comprises three categories of staff in the branches of Tejarat Bank in Tehran, which yielded a sample size of 160 patients, using Cochran formula. The collection of data was performed using a cluster sampling and questionnaires. Data analysis was conducted using Spearman's correlation coefficient, and the Friedman test with the use of SPSS software, the results of research findings, commitment, brand identity, and job satisfaction of employees is the relatively of good level, but loyalty the brand is at a low level. Also, according to the Spearman correlation coefficient, puts positive significant impact, internal branding on commitment, and brand identity to employees, but has no significant impact on job satisfaction and brand loyalty. Also, the Friedman test showed that internal branding will have the greatest impact on employee brand commitment. Finally, research proposals in line with internal branding programs were launched to enhance brand performance level employees.

KEYWORDS:

One of the main factors in choosing the bank by clients, is good relationships, and appropriate staff, and in particular of workers, in branches, with clients. Therefore, until the Bank staff to the Bank brand, and its importance in the success of the bank as a whole, and they do not believe as part of the whole cannot and will not help to strengthen the bank's brand. Therefore, in the service organizations marketing literature, has been the subject of internal branding. The objective of internal branding, ensuring employee commitment, as clients, is internal to the organization of interaction with customers. Recently, this concept has been introduced, one of the success factors of the organization, the role of brand commitment to meet customer expectations, which are regulated by different communication activities. ((Drake, 2005)). Internal branding is one of the main factors in creating added value and is regarded as a key factors influence on brand performance. The power brand in the minds of employees to deliver the brand message to your target customers, shows the internal branding. Internal branding can be, creates brand identity for employees. This identity is a sense of being one staff, with the brand, because there are communications between staff values (kotler, 2003). However, so far, has not been studied in research on internal branding influence on job satisfaction. Recent studies, which were conducted by Borman and Zeppelin confirms that internal branding enables staff to realize the brand promise, when confronted with his client and service. In summary, we can say, internal branding by making employees understand the brand values and combine them to create brand reality, they are useful in influencing employees' attitudes and behavior shaping, in order to integrate with the brand. Internal branding, enhances brand perception of employees and cause them to feel ownership of the brand and create brand signs on their organizational responsibilities. (Burmann & Zeplin, 2005). Panjaysry and colleagues, argues that internal branding, harmonizes, marketing, human resource management, and has a significant effect on attitudinal and behavioral aspects of personnel to fit the brand promise and covenant. They also found that internal branding, helps the management in improving employees' sense of brand commitment and brand loyalty and has an impact on the behavior of employees (, 2009Punjaisri,, Alan, & Heiner). Bank staff due to the nature of banking services on the one hand, and the lack of a real and significant difference in the services and products of the banking system in Iran, Serve a key role in achieving the objectives of the Bank's marketing and branding. Among the activities for the banks' internal branding, can be named, circular reading sessions, training and empowering force. In internal branding literature, banks target, explaining the purpose and nature of the Organization foreign brand, is the brand that the bank wants to show off. For customers outside the organization, employees and motivate them. (Azizi, 1391). In previous research about internal branding, has not been given to the role of goal setting in motivating

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and employee commitment to the brand, but this topic is in social psychology, is so common and extensively studied. The major aim of this research is that, to examine the impact of internal branding on the brand performance. The level of staff in four indicators: brand identity, brand commitment, brand loyalty and job satisfaction of employees, thereby, is explicitly the importance of internal branding.

THE RESEARCH THEORETICAL

The internal branding

Internal branding is a set of strategic processes, to coordinate, and empowerment as methodical, to create a good experience from the brand in customers. Moreover, this process includes factors such as internal communication, training, leadership programs, bonuses, recruitment, and supportive of, but not limited to the factors just as well. Strategies are assimilation, which is done by the organization is a process that seeks to provide guidance for staff to fulfill the brand promise (Chong, 2007). Internal branding process is a tool that tries to influence the motivation and performance of employees to ensure compliance expectations and customer experience at all touch points customers and employees. (Gappa, 2006).

The brand performance

The marketing literature says that does not universal and comprehensive criteria for evaluating brand performance. This issue could be a function of environmental strategy / organization, organization part, markets and the mental model of management. In this research, is considered the brand performance at the staff level, the theory Vilev and Ponjaisri, commitment, the brand identity and brand loyalty dimensions of performance, and according to Ahmed and his colleagues might the brand the dimensions of job satisfaction among the employees.

• Brand Commitment

Brand commitment has meant that employees feel an obligation to transfer the brand promise to customers, and also have a sense of commitment to increase brand awareness of the organization. (Ponjaisri, 2009)

• Brand Identity

Brand identity is the means that employees have a sense of belonging to the organization, and to consider the organization's success as their success, and knowing the same, praising the bank with his praise. (Papasolomou, 2006)

• Brand loyalty

Brand loyalty is the means that have employees brand loyal to their organization, that this is the cause, not only are the employees more familiar with the brand, but also will match with most of the work environment. On the one hand, they act on the establishment of a single integrated experience for the customer, as brand defenders (Heaton, 2000).

• Job Satisfaction

Job satisfaction is the result of Staff perception, which provides the content and context of the job and what is beneficial for employees. Job satisfaction is a positive emotion or origin, is the outcome of job satisfaction according to individual experience. The mood and positive emotions is helpful in physical and mental health of individuals. In terms of organization, a high level of job satisfaction is reflected very favorable climate, which is conducive to attract and keep employees. (Alrubaish, 2011).

RESEARCH HYPOTHESES

• Between internal branding and brand commitment is positively related to employees.
• Between internal branding and brand identity is positively related to employees.
• Between internal branding and brand loyalty is positively related to employees.
• Between internal branding and employee job satisfaction is positively related.

RESEARCH METHODOLOGY

The present study is the application purpose, and it is in terms of data collection, measurement, and correlated branches. Makes up the population of this study, staff Tejarat Bank branches in Tehran. In this research was conducted sampling, as a rationing based on five areas of Tehran. The sample size was determined by a Cochran formula equivalent to 160 people. The questionnaire study is to include 45 specific questions and six questions about personal characteristics. The questionnaires were distributed and collected the face to face and self-report 4. For measuring specific variables, we used the five-choice Likert scale. For measuring specific variables, we used the five-choice Likert scale. Content validity of the instrument was approved by the master opinion. On the other hand, the use of standardized scales, reinforces its validity. The instrument's reliability was confirmed by Cronbach's Alpha. (Table 1).
Table 1: Reliability assessment questionnaire

<table>
<thead>
<tr>
<th>Cronbach's alpha</th>
<th>Dimension</th>
<th>Row</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.85</td>
<td>Employee brand commitment</td>
<td>1</td>
</tr>
<tr>
<td>0.77</td>
<td>Staff Brand Identity</td>
<td>2</td>
</tr>
<tr>
<td>0.82</td>
<td>Brand loyalty of employees</td>
<td>3</td>
</tr>
<tr>
<td>0.79</td>
<td>Employee Job Satisfaction</td>
<td>4</td>
</tr>
</tbody>
</table>

RESEARCH FINDINGS

1. Descriptive statistics of internal branding and brand performance dimensions at the level of staff

According to Table 2, the average of internal branding, is equal to 4.3, therefore, is done by the internal branding, on Intermediate level, at the Bank's branches. Also, the average employee brand commitment, is equal to 1.4, so that employees feel highly committed, to the Tejarat Bank brand, and have tried to convey the brand promise to clients. On average, brand identity employees of 52.3, therefore, the staff had a pretty good sense of identity, to the bank brand, and have a sense of belonging to the bank, and considered the bank are as a family. But, since, average of a sense of loyalty to the bank is 3.2, so it is a little wide, employee brand loyalty. This could be due to the fact that, because it is the bank's environment, a uniform environment, therefore, employees do not tend to consistently meet and communicate with customers. Also, the average job satisfaction is equal to 6.3, therefore, on average, are relatively satisfied with the bank employees, and could this have an impact on employee behavior, and therefore, ultimately, will boost the bank's brand.

Table 2: Descriptive statistics, internal branding and brand performance dimensions, the level of staff

<table>
<thead>
<tr>
<th>average</th>
<th>Median</th>
<th>flow</th>
<th>Standard deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.4</td>
<td>33/3</td>
<td>3.8</td>
<td>0.65</td>
<td>1.2</td>
<td>4.5</td>
<td>Internal branding</td>
</tr>
<tr>
<td>4.1</td>
<td>39/3</td>
<td>3.74</td>
<td>0.58</td>
<td>1.8</td>
<td>4.1</td>
<td>Employee brand commitment</td>
</tr>
<tr>
<td>3.52</td>
<td>4</td>
<td>3.41</td>
<td>1.2</td>
<td>1.6</td>
<td>4.3</td>
<td>Employee Brand Identity</td>
</tr>
<tr>
<td>2.3</td>
<td>5/3</td>
<td>2.8</td>
<td>0.89</td>
<td>1.1</td>
<td>3.8</td>
<td>Brand loyalty of employees</td>
</tr>
<tr>
<td>3.6</td>
<td>33/3</td>
<td>3.1</td>
<td>1.6</td>
<td>1.4</td>
<td>4.6</td>
<td>Employee Job Satisfaction</td>
</tr>
</tbody>
</table>

2. Research Test hypotheses

According to Table 3, Since the correlation coefficient, coefficient of internal branding and brand commitment of employees is equal to 0.45, and level of significance of this coefficient is equal to 0.001 and less than 0.05, Therefore, the first hypothesis is confirmed, in other words, between internal branding and brand commitment of the staff, there was a significant positive relationship, meaning that, with increasing internal branding, the increase is relatively good, of employees are committed. Also, the correlation coefficient, coefficient of internal branding and brand identity of employees is equal to 0.38, and level of significance of this coefficient is equal to 0.03 and less than 0.05, therefore, the second hypothesis is confirmed. in other words, between internal branding and brand identity staff, are significant positive relationship, meaning that, with increasing internal branding, brand commitment of employees is relatively increased. However, since the correlation coefficient, coefficient of internal branding and brand loyalty of employees is equal to 0.12, and level of significance of this coefficient is equal to 0.09 and greater than 0.05th, therefore, the third hypothesis is reject. in other words, there is no significant relationship between internal branding and brand loyalty of employees, i.e., an increase in internal branding, is not a significant impact on employees commitment and loyalty. Also, since the correlation coefficient, coefficient of internal branding and brand loyalty of employees is equal to 0.08th, and level of significance of this coefficient is equal to 0.21 and greater than 0.05th, therefore, the fourth hypothesis is rejected, the in other words, there is no significant relationship between internal branding and of employees job satisfaction, thus increasing internal branding, is not a significant impact on job satisfaction of employees.
Table 3: Research Test hypotheses

<table>
<thead>
<tr>
<th>Level of significance</th>
<th>Spearman correlation coefficients</th>
<th>Dependent variable</th>
<th>Independent variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.001</td>
<td>0.45</td>
<td>Employees brand identity</td>
<td>Internal branding</td>
</tr>
<tr>
<td>0.03</td>
<td>0.38</td>
<td>Employees Brand loyalty</td>
<td></td>
</tr>
<tr>
<td>0.09</td>
<td>0.12</td>
<td>Employees Job Satisfaction</td>
<td></td>
</tr>
<tr>
<td>0.21</td>
<td>0.08</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Prioritize the amount of influence internal branding on the Brand Performance at the level employees

In this part of the research, prioritizing the amount of internal branding influence on brand performance at the level Employees, Be performed using the index Friedman. According to Table 4, we reach the conclusion that internal branding of Friedman factor 4.2 had the greatest impact on Employees brand commitment and lowest impact factor of the Friedman 2.9, leaving the job satisfaction of the staff.

Table 4: Tabulate the amount of internal branding influence on brand performance, the level of staff.

<table>
<thead>
<tr>
<th>Rank</th>
<th>The results of Friedman</th>
<th>Friedman statistics</th>
<th>Row</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4.2</td>
<td>Employees brand commitment</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>3.8</td>
<td>Employees Brand Identity</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>3.5</td>
<td>Brand loyalty Employees</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>2.9</td>
<td>Employees Job Satisfaction</td>
<td>4</td>
</tr>
</tbody>
</table>

CONCLUSIONS

In recent years, the Iranian banking industry, is facing increasing competition; Due to the emergence of private banks, along with state banks, and increasing intensity of competition among them, find ways to create long-term relationships with customer, and identifying and reinforcing the importance and value generating activities, has increased the customer. One way of succeeding in the competition is using, internal branding strategy for the bank. The present study is in line with the impact of internal branding on the identity, commitment, brand loyalty on the bank, and job satisfaction, which was introduced four hypotheses, and the results showed that internal branding, identity is increased employees are, therefore, an internal branding, it creates brand identity for employees, this identity is a sense of being one with the people living there due to communication between staff, with brand values. The positive effects of internal branding, brand identity, has been approved by the Research, Pvnjaysry, and Avanshzky, and Harris, and Chrhatvnn, with a focus on landscape and culture as a key element of brand identity. Similarly, Borman and Zeppelin, the debate regarding the effectiveness of internal marketing, on, brand identity, and are more focused on the recruitment process for creating brand identity. They express the basic concept of brand identity supports concepts like marketing, personnel selection and promotion of staff. Also, it was confirmed the second hypothesis, thus increasing internal branding, increase employee brand commitment. Ponjaysry and Wilson studies have shown that internal branding has a positive effect on employees' brand commitment and Papasalomo and Vronyts recent study showed that internal branding, increase brand commitment of staff, and their willingness to remain with the organization's brand. In this study, it was rejected by the impact of internal branding on employee loyalty This could be because that Employee loyalty, were assessed with questions such as the desire to have in the bank, and meet the staff. Also, the fourth hypothesis was rejected. In other words, no effect of internal branding on employees' job satisfaction. This can be derived from this, the internal branding, employee information about the Bank's objectives, is trying to line up activities, whereas, greater job satisfaction In effect, benefits, bonuses are proportions Reward, with a performance and not a stressful job.

RESEARCH OFFERS

According to the survey results, in line with the internal branding, to promote the brand Performance, at the Level of staff, Suggested the following strategies:

- Continuing Education Programs for improvement, and develop understanding and skills associated with employee brand.
- To convey the brand message to staff via two-way communication management, such as the justification process daily, periodical meeting of
the bank, bulletin boards, and organizational publications.

- Develop and implement internal branding clearly by senior managers or a group of individuals who have sufficient proficiency performance.
- Evaluating and awarding bonuses to managers who are active in the field of internal branding.
- Devote particular time in a week for read the directive by the President of the Branch.
- Using automation system to send electronic copies of annual targets bank, and send it to all employees, branches, or send them an email introducing annual targets bank, the Bank of newsletters and magazines.
- Using the mechanism of Think Tanks, which has been preparing for the bank.
- Devote a little time, weekly, in the Branch, by head office for the group discussion topic.
- Created to encourage system for transfer of experience and knowledge collaboration.
- Provide documentation of successful experience as a booklet or video and publish on the branch staff, providing documentation of successful experience as a booklet or video and publish on the branch staff, establishing the Timely Internet system and Create the Communities Of the Internet or Internet club staff for questions and answers and exchange experiences.

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