



Study of strategic brand management on organizational efficiency

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Abstract

The aim of this study was to investigate the effect of strategic brand management on organizational efficiency. This research is applied in terms of purpose and in terms of descriptive-correlation method and is one of the types of survey research with a quantitative approach. The statistical population of the study was the employees of Bank Eghtesad Novin branches in Tehran. 50 people were selected as the sample by Morgan-Krejcie table and the questionnaires were distributed among them by simple random sampling method. SPSS22 software was used to analyze the findings and Pearson parametric test was used to test the hypotheses. The results showed that the components of brand orientation, strategic brand management and internal branding with 95% confidence level and $p < 0.05$ have a positive and significant effect on organizational efficiency.

Keywords: Brand, strategic brand management, organizational efficiency

Introduction

In organizations today, just satisfying the customer and focusing on successful sales is not enough to upgrade the organization's assets and maintain a competitive position in the market. Therefore, companies must adopt the necessary measures and strategies to attract and retain efficient and effective human resources. Obviously, without efficient human resources, the organization will not be able to create transformation, development and excellence, achieve a strategic model and achieve the set goals. The way to achieve this is to develop the management and leadership of the organization and create an efficient structure for the human resources organization. Recent research and experience of large companies such as Google, Microsoft, etc. more than ever showed that the targeted development of human resources based on efficiency models will be one of the effective ways to increase the reputation of the organization brand. It may not be far-fetched to say that the HR brand seeks to increase the organization's intangible assets and leadership of the organization's business future and the unforeseen changes that result from it, rather than fulfilling the customer's wishes. This visual brand goes beyond attracting scholars and professionals of competing companies, while the maturity of individual and group talents leads to increased organizational learning capacity, leadership change and transformation, development of trust inside and outside the organization, building future leaders

and managers of organizations, offices And ... becomes. Since tomorrow's organizations consider themselves in need of achieving this important goal and the prominent managers of our country have also realized the need for this change of approach (5). Brand managers in most markets use a variety of marketing inputs such as advertising to create and manage their brand with the aim of enhancing brand equity. Previous research has examined the link between some of these inputs and outputs, such as the relationship between advertising costs and brand equity, or between brand equity and firm performance. These studies usually provide a partial view of brand management performance because they selectively focus on inputs and outputs, but not all (7). Organizational brand is a concept separate from product brand and most researches have focused on product brand and a small percentage of researchers have entered the field of organizational brand. The differences between these two concepts are: the fundamental difference is rooted in values, organizational brand values are rooted in The values and similarities of the founders of the organization have owners, management and personnel, while the values of the product brand tend to be created and are the result of not insignificant marketing and advertising skills and creativity (2). The next attributes are related to the role of employees in relation to the brand of the organization, employees have a vital role in transmitting brand values and also entering these values in the branding process of the organization, they play an intermediary role between external and internal environments They also help build and maintain a brand. The third difference is that the brand of the organization is an important component of the organization, strategy and senior management concern, instead the brand of the organization is the concern of middle managers and is considered in other parts of marketing (10). Organizational brand management is a key and increasingly strategic issue from the perspective of the organization's stakeholders, senior managers and company owners; Because, first, the brand of the organization is considered as an asset of the organization's money (6). Second, in today's competitive and turbulent world, the brand of the organization creates differentiation, trust and stability. The concept of organizational brand management is a multidisciplinary concept that goes beyond the marketing approach of the organization and in fact includes all components of the organization and stakeholders. This concept is relatively emerging and has a visible difference with the product brand that can Chooses to have the same product brand and organization brand; On the other hand, the brand of the organization has a high overlap with other organizational concepts such as the image of the organization, the reputation of the organization and the identity of the organization and is sometimes mistakenly used interchangeably in research (9). Rahman et al. (2018) conducted a study entitled "Brand Management Efficiency and Company Value: A Signal Theory Perspective Based on Integrated Resources". A reported study examines the impact of "brand management efficiency" on corporate value in US-based B2B companies. This shows that companies with a higher level of brand management efficiency have higher company value. According to the above, the research question is as follows: What effect does strategic brand management have on the efficiency of the organization?

Aims of research

- The effect of brand orientation on organizational efficiency.
- The effect of internal branding on organizational efficiency.
- The effect of strategic brand management on organizational efficiency.

Brand management

Brand performance

The field of brand management has flourished over the past decades and today seems rich in related measurement scales. In particular, marketing academics have developed a wide range of brand performance metrics (20-24). For example, Romero and Yago (2015) emphasize the interaction between brand equity and consumer-based brand equity to evaluate overall marketing productivity. Ernberg et al. (2004) introduced three indicators of brand performance: (a) metrics related to brand size (market share and market penetration), (b) metrics related to loyalty (e.g., purchase per buyer, percentage Purchases, and the percentage of purchases categorized) and c) measures to change behavior. De Chernatoni et al. (2004) recommend three indicators of brand performance in the financial services industry: (a) brand loyalty, (b) consumer satisfaction, and (c) brand reputation.

Oliveira Castro et al. (2008) suggest that the effectiveness of brand marketing should be evaluated in a combination of methods using financial and consumer-oriented criteria (24-26). These two types of metrics are interrelated because consumer metrics (e.g., CBBE) are positively related to financial performance metrics (e.g., brand market share and revenue). They support two types of brand performance metrics: (a) financial performance metrics (e.g., sales growth, margin, market share, and return on investment) and (b) customer-based performance metrics. (E.g., customer acquisition, customer retention, customer satisfaction, and brand awareness). Dawes (2009) suggests three criteria for consumer-based brand performance: (a) brand loyalty, (b) brand change, and (c) brand share. Huang and Sarigolo (2014) recommend two types of brand performance metrics: (a) customer-centric metrics (brand knowledge) and (b) product market performance metrics (revenue premium). Luxton, Reid, and Maundo (2015) showed that brand marketing communications indirectly affect market-based performance and brand financial performance. Market performance measures include five variables: quality, price premium, channel support, brand loyalty and market penetration, and brand financial performance measures include the average annual growth rate, including sales value, market share, gross margin, return on return and return. On Assets Coleman, DiChernatoni, and Christodolides (2015) suggest that service brand performance should be evaluated by three internal and external criteria: (a) customers (loyalty, relative satisfaction, awareness, and reputation); (b) financial (market). Based on income). Share and net profit) and (c) employees (employee satisfaction and employee loyalty) (Sebastian Molinello et al.,2018).

Brand Orientation: This means that a company defines the importance of the brand as a value asset that focuses on all of the company's marketing activities.

Internal branding: means the organizational culture that supports and strengthens a strong brand as a fundamental strategic goal that all employees must strive to maintain and strengthen.

Strategic brand management: means turning the brand into an important and valuable resource in creating a competitive advantage for the company (17).

Organization efficiency

Efficiency is derived from the theory of social cognition of the famous psychologist Albert Bandura. Which refers to an individual's beliefs or judgments about his or her ability to perform duties and responsibilities. In fact, efficiency affects the selection of challenging goals, the amount of effort and effort in performing tasks, the amount of endurance and perseverance in the face of problems and the amount of stress tolerance (1). In some dictionaries, efficiency improvement is defined as the degree of success in achieving goals or completing a mission. Or some have defined the ability to achieve specific goals. However, according to the well-known opinion of scientists in fields related to management knowledge, the word efficiency is effective (11). In fact, efficiency is defined as the belief in an individual's ability to organize and execute a set of actions that are needed to achieve specific goals (1).

Research Hypotheses

- Brand orientation has a positive and significant effect on organizational efficiency.
- Internal branding has a positive and significant effect on organizational efficiency.
- Strategic brand management has a positive and significant effect on organizational efficiency.

Research Methods

In this study, the role and effectiveness between variables are investigated. This research is based on the type of data collected and analyzed quantitatively. In this research, the library method will be used to collect information in the field of literature and research background. In this way, by reading books and articles and research of other researchers, the required information is collected. Also, the present study is an applied research in terms of purpose; Because the results of its findings are used to solve specific problems within centers and organizations. This research is also a descriptive-correlational research in terms of method and will be conducted as a survey; Because the required information from the current situation of the statistical sample was obtained using a questionnaire. It starts with reviewing the literature and gathering useful information on the relationships between variables, and then examines the relationships between the variables using the data collected from the questionnaire to complete the process. It is also a cross-sectional period. The statistical population of the study was

the employees of the branches of Eghtesad Novin Shekhar Bank in Tehran. 50 people were selected as the sample by simple random sampling method and a researcher-made questionnaire was distributed among them to analyze the findings of SPSS 22 software and to test the hypotheses Pearson parametric was used.

Table 1. Cronbach's alpha values separately Each of the components

Factors	Cronbach's alpha value
Brand orientation	0.834
Internal branding	0.874
Strategic brand management	0.839
Organization efficiency	0.818

Research tools

Brand Management Questionnaire: Brand Management Questionnaire has been designed and validated by Santos et al. (2013). Assess the brand, this questionnaire has been validated by Safakhani (2015).

Table 2 - Classification of questions

Variables	Questions related to hypotheses
Brand orientation	1 to 4
Internal branding	5 to 8
Strategic brand management	9 to 12
Organizational efficiency	13-15

Organization Efficiency Questionnaire

This questionnaire was designed by Hershey and Blanchard and Goldsmith (1980). This questionnaire has 5 questions in one dimension. The reliability of this questionnaire was calculated to be 0.89.

Research Findings

Table (3) Kolmogorov-Asmirnov test

Study variables	number of samples	Statistics Z	Significance (Sig)	Result
Brand orientation	50	1/123	0.15	normal
Internal branding	50	0.741	0.21	normal
Strategic brand management	50	0.541	0.13	normal
Organizational efficiency	50	0.974	0.14	normal

$p > 0/05$

As the results of Table (3) show, the values obtained for the Z statistics calculated at the alpha level of $\alpha=0.05$ are not significant ($\text{sig} > 0.05$), so the hypothesis H_0 indicates that the distribution of variables is normal. Turns. Therefore, it is inferred that the studied variables have a normal distribution. Therefore, the assumption of normal distribution of variables is established. Accordingly, and due to the distance of the scale of variables, Pearson correlation coefficient has been used to test the research hypotheses.

The first hypothesis

$H1$ = Brand orientation has a positive and significant effect on organizational efficiency.

$H0$ = Brand orientation does not have a positive and significant effect on organizational efficiency.

To examine the relationship between brand orientation and organizational efficiency, Pearson correlation coefficient was used, the results of which are presented in Table (4).

Table (4). Results of correlation coefficient between brand orientation and organizational efficiency

Variable X	Variable Y	Number	Correlation coefficient (r)	Significance level (sig)
Brand orientation	Organizational efficiency	50	0.412	0.003

As the results of Table (4) show, the value obtained for Pearson correlation coefficient between brand orientation and organizational efficiency ($r = 0.412$) is significant at the alpha level of 0.05 $\text{sig} < 0.05$. Therefore, it is inferred that with a high level of 95% confidence, there is a positive and significant relationship between brand orientation and organizational efficiency. In fact, it can be said that there is a direct relationship between the independent variable (organizational efficiency) and the dependent variable (brand orientation). Therefore, Hypothesis H1 is confirmed and Hypothesis H0 is rejected.

Hypothesis 2:

H1 = Internal branding has a positive and significant effect on organizational efficiency.

H0 = Internal branding does not have a positive and significant effect on organizational efficiency.

To examine the relationship between internal branding and organizational efficiency, Pearson correlation coefficient was used, the results of which are presented in Table (5).

Table (5). Results of correlation coefficient between internal branding and organizational efficiency

Variable X	Variable Y	Number	Correlation coefficient (r)	Significance level (sig)
Internal branding	Organizational efficiency	50	0.370	0.001

As the results of Table (5) show, the value obtained for Pearson correlation coefficient between internal branding and organizational efficiency ($r = 0.370$) is significant at the alpha level of 0.05 $\text{sig} < 0.05$. Therefore, it is inferred that with a high level of 95% confidence, there is a positive and significant relationship between internal branding and organizational efficiency. In fact, it can be said that there is a direct relationship between the independent variable (organizational efficiency) and the dependent variable (internal branding). Therefore, Hypothesis H1 is confirmed and Hypothesis H0 is rejected.

Hypothesis 3:

H1 = Strategic brand management has a positive and significant effect on organizational efficiency.

H0 = Strategic brand management does not have a positive and significant effect on organizational efficiency.

To examine the relationship between strategic brand management and organizational efficiency, Pearson correlation coefficient was used, the results of which are presented in Table (5).

Table (6). Results of the correlation coefficient between brand orientation and organizational efficiency

Variable X	Variable Y	Number	Correlation coefficient (r)	Significance level (sig)
Strategic brand management	Organizational efficiency	50	0.502	0.000

As the results of Table (6) show, the value obtained for Pearson correlation coefficient between strategic brand management and organizational efficiency ($r = 0.502$) is significant at the alpha level of 0.05 $\text{sig} < 0.05$. Therefore, it is inferred that with a high level of 95% confidence, there is a positive and significant relationship between strategic brand management and organizational efficiency. In fact, it can be said that there is a direct relationship between the independent variable (organizational efficiency) and the dependent variable (strategic brand management). Therefore, Hypothesis H1 is confirmed and Hypothesis H0 is rejected.

Conclusion

The aim of this study was to investigate the effect of strategic brand management on organizational efficiency. According to the first hypothesis: brand orientation has a positive and significant effect on organizational efficiency. The results showed that the value obtained for Pearson correlation

coefficient between brand orientation and organizational efficiency ($r = 0.412$) was significant at the alpha level of 0.05. Based on the second hypothesis: the results showed that internal branding has a positive and significant effect on organizational efficiency. Based on the third hypothesis: Strategic brand management has a positive and significant effect on organizational efficiency. The results showed that there is a significant relationship between strategic brand management and organizational efficiency ($r = 0.502$) at the alpha level of 0.05.

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