The Impact of Brand Identification and Brand Satisfaction on Brand Loyalty through the Mediating Role of Customer Branding (Case Study: Barij Essence Herbal Medicines Customers on Instagram)

Mansooreh Farzaneh

Master of Business Management, Department of Management, Payame Noor University (PNU), P.OBox, 19395-4697, Tehran, Iran
.

Abstract

Today, brand and brand is one of the most important marketing issues facing all companies and organizations. It is important to the extent that brand management has become an independent discipline in scientific circles. The concept of customer-brand partnership has attracted considerable attention since about 2005 in the academic marketing literature. Customer loyal customers increase brand profitability, promote positive verbal advertising, and improve organizational performance. Despite the growing understanding of consumer brand involvement in virtual brand communities, information on the impact of brand community identification and brand performance on customer brand engagement has been tested empirically in the Instagram study of Baridium Essential Herbal Medicines by consumers. A little at hand. Second, while previous research has addressed the direct impact of brand satisfaction and brand community identification on brand loyalty, there is less transparency about the mediating role of customer-brand partnerships in these relationships in virtual brand communities. Therefore, we examine the mediating effects of customer brand engagement on the relationship between brand identity, and brand satisfaction in shaping brand loyalty in the virtual community of Barry Essential Customers on Instagram, and thus provide empirical insights. Third, our results provide a set of practical implications designed to facilitate managerial decision-making regarding customer brand management in relation to the Barij Essence Virtual Business Brand, which adds value to online customer relationship management strategies. Therefore, the purpose of this study was to investigate the impact of brand identification and brand satisfaction on brand loyalty with the mediating role of customer brand participation among customers of Barij Essence Herbal Medicine in Iran. The present research is applied in terms of purpose and in terms of nature in the descriptive category of the survey branch. The instrument of this study was a standard questionnaire whose reliability was assessed and confirmed using Cronbach's alpha, combined reliability and factor loadings. Its validity was also verified through content validity, convergent validity and divergent validity. In this study, four main hypotheses and two sub-hypotheses were considered, which were confirmed by the findings of all the hypotheses, which indicate that brand community identification has a significant effect on brand loyalty. Significant. Customer-brand partnership has a significant mediating effect on brand loyalty relationship on brand loyalty. Identifying the brand community has a significant impact on customer brand engagement and ultimately, brand satisfaction has a significant impact on customer brand engagement.

Keywords: Brand Identification, Brand Satisfaction, Brand Loyalty, Customer Brand Collaboration, Medicinal Plants, Instagram

INTRODUCTION

Today, branding and branding is one of the most important marketing issues facing all companies and organizations. This importance is such that brand management has become an independent discipline in scientific circles. Brands are economically and strategically valuable assets of companies and organizations and even without exaggeration are among their most valuable assets. The real value of products and services for companies is not within products and services, but in the minds of real and potential customers, and it is the brand that creates real value in the minds of customers. One of the most important goals of brand owners for brand development is to build customer loyalty to their brand. Loyal customers are a reliable source of profitability for companies and due to the uncertainty of the environment, it brings them a safe margin of safety [1].

Today, customer loyalty is the key to organizational success. With increasing customer loyalty, market share and the profitability of the enterprise increase. Understanding the market by planning and adopting appropriate strategies to keep customers loyal and increase their loyalty rates creates long-term benefits for businesses. High levels of customer loyalty to the brand create a range of competitive advantages

for companies and have a positive impact on increasing brand revenue and reducing marketing costs. The various reasons and needs of users are increasing day by day for the growth and expansion of social media. Different users at different age, educational, cultural and gender levels, race and different languages produce or republish a wide range of content according to their interests, goals, reasons and needs. As a result, use and dependence on social media will grow and find a certain place in one's life, and after a while, it will become part of the individual and collective lifestyle of people in a society. Social media creates a unique opportunity for the brand to strengthen customer relationships [2].

The purpose of this study is to identify the factors affecting loyalty and commitment to the brand of herbal medicine customers of Barij Essence Company on Instagram so that we can identify these variables and define and interpret their relationships, and use these strategies to effectively feed this media.

Customer brand engagement is a psychological process of customer engagement that leads to loyalty. Customer brand engagement A customer's behavioral demonstrations toward a brand or company, beyond his or her purchases, are motivated by the creators. And interactivity is determined [3]. The steps of the customer interaction cycle are communication, interaction, satisfaction, maintenance, commitment, defense and interaction [4]. Based on the composition of this literature, customer brand partnership is defined as "the psychological state of consumers and the intensity of their awareness, love, Engagement and relationship with the brand" [5].

The concept of customer brand engagement has attracted considerable attention in the university marketing literature since about 2005. Brand-loyal customers increase brand profitability, positive word of mouth and improve organizational performance. Therefore, in this study, we seek to identify the effects of customer brand Engagement on brand loyalty.

A brand community includes a specialized, non-geographical community, and an organized set of consumers among a particular brand or organization that are jointly involved in group activities to achieve collective goals. Many organizations tend to develop their brand communities because membership in such communities increases brand preference, brand loyalty, word of mouth, and maximizes opportunities to attract and collaborate with highly loyal customers [6].

One of the surest ways to build customer loyalty to the brand is to develop the right brand identity to identify the brand community from other competitors. By using identity, brands introduce themselves to customers and stand out from other competitors. In this regard, researchers such as

Kaur et al. (2020) believe that identifying the brand community and customer brand Engagement can be effective in guiding brand loyalty [7]. Therefore, in order to research them, we identify the effects of the dimensions of customer brand Engagement and brand brand recognition on brand loyalty.

The roots of brand satisfaction lie in communication and media literature [8]. In online platforms, content role, communication process and brand satisfaction have been reported as the main drivers of Internet use by customers. The key point of view of brand satisfaction is that Internet media users active in brand engagement are goal-oriented and guided by specific motivations that are usually functional (informational) or pleasurable values (eg, entertainment-based). [9, 10]. Another motivation for Diggs is social identity. Companies prefer to design content related to their brand to meet one or more of these consumer motivations. The more consumer needs are met by specific media content, the greater their perceived value to the media (e.g., society) resulting from greater interaction [11, 12]. In addition to the motivations mentioned, the brand satisfaction perspective shows the importance of brand satisfaction in customer brand interaction [13].

In this regard, researchers such as Kaur et al. (2020) believe that brand satisfaction and brand community recognition can affect the direction of brand loyalty. Therefore, in order to investigate their effects, we identify the effects of brand community recognition and brand satisfaction by mediating customer brand partnership on brand loyalty in customers of Barij Essence herbal medicines on Instagram on Instagram.

The results of this study will include suggestions that help herbal drug managers at Barij Essence on Instagram and other e-commerce websites to identify the effects of brand community recognition and brand satisfaction by mediating customer brand engagement. Brand loyalty on social media should take the necessary steps to satisfy customers. Based on this, the main question of the present study is as follows: Do brand identification and brand satisfaction have a significant effect on brand loyalty by mediating customer brand Engagement?

In line with this research, Kaur et al. (2020) conducted a survey with 602 Facebook users to examine their hypotheses in a study entitled "The Role of Brand Identification and Satisfaction in Interacting with Consumer Brands and Brand Loyalty in Virtual Brand Communities". . The results of structural equation modeling show the positive effect of brand identification and the effect of brand satisfaction on brand Engagement and the positive effect of brand Engagement on brand loyalty. In addition, the findings showed a partial mediating effect of brand Engagement in relation to brand community recognition and brand satisfaction with brand loyalty. Solem (2016) conducted two studies among insurance customers in a study entitled The

Impact of Customer Engagement and Customer Brand on Brand Loyalty [14]. A cross-sectional study using a general sample and a sample of social media users to examine the short-term effects and a longitudinal study using three-point time data for long-term experimental testing. A cross-sectional study showed the positive short-term positive effects of customer engagement on brand loyalty through satisfaction. Among customers who use social media, the positive impact of brand engagement enhances brand satisfaction. Longitudinal study did not show long-term positive effects of customer Engagement.

In this way, the conceptual research model is presented as follows:
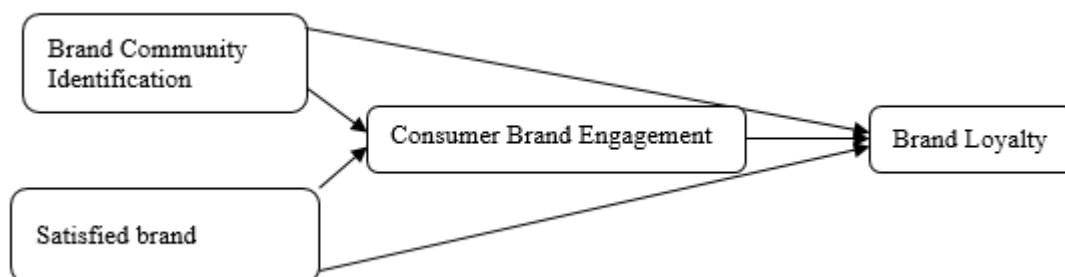
Figure 1 - Conceptual model derived from study Kaur et al. (2020)

Hypothesis 1: Identifying the brand community has a significant impact on the brand loyalty of customers of herbal medicines of Barij Essence Company on Instagram.

Hypothesis 2: Identifying the brand community has a significant impact on the brand Engagement of customers of herbal medicines of Barij Essence Company on Instagram.

Hypothesis 3: Brand satisfaction has a significant effect on the brand loyalty of customers of herbal medicines of Barij Essence Company on Instagram.

Hypothesis 4: Brand satisfaction has a significant effect on the brand Engagement of customers of herbal medicines of Barij Essence Company on Instagram.

Hypothesis 5: Customer brand Engagement has a significant impact on the loyalty of the brand of herbal medicines of Barij Essence Company on Instagram.

Hypothesis 6: Customer brand partnership has a significant mediating effect on the relationship between brand recognition and brand loyalty of customers of herbal medicines of Barij Essence Company on Instagram.

Hypothesis 7: Customer brand partnership has a significant mediating effect on the relationship between brand satisfaction and customer loyalty of Barij Essence herbal medicines on Instagram.

METHODOLOGY
This research is descriptive in terms of practical purpose and descriptive in terms of method of work. There is little in terms of data collection. In this study, given that it is a field method, the data collection method can be divided into library methods and field methods. In this research, a field method has been used to collect information related to answering research questions. Library methods such as reading books, articles, journals and research projects, and Internet databases will also be used to compile and write the literature on the subject and theoretical foundations. There are several tools for measuring variables. The questionnaire is one of the most common research tools and a direct way to obtain research data. In this study, a questionnaire (Kaur, et al. 2020) was used. The characteristics of this questionnaire can be seen in Table 1.

This research is in the field of brand management and customer orientation in cyberspace. The current research area is Barij Essence Company on Instagram. This research will be done in the spring of 2020. The community of this research includes all the customers of Barij Essence herbal medicines on Instagram. In this study, Cochran's formula is used for unlimited society. Accordingly, due to the unlimited nature of the community, 384 people were selected as a sample. The data collected and classified by the questionnaire are used as the main source for new information about the phenomenon under study. In this study, SPSS and structural equation modeling and laser software were used to test the hypotheses and model fit.

Table 1- Questionnaire information

| Variable	Number of questions	Question number	reference
Consumer Brand Engagement	16	1-16	**[7]**
Brand Community Identification	6	17-22	
Satisfied brand	5	23-27	
Brand Loyalty	6	28-33	

RESEARCH FINDINGS

In this study, laser software software was used to investigate the hypotheses. Analysis of covariance structures or causal modeling or structural equation modeling is one of the main methods of analyzing complex and multivariate data structures, the main feature of which is the simultaneous analysis of several independent and dependent variables. This method is a set of statistical methods for modeling the relationships between independent and dependent variables (structural model) and hidden and observable variables (measurement model) which are factors of factor analysis, regression or path analysis. Has been. This method allows the researcher to establish several relationships simultaneously, hence the name multiple regression model. First, the status of the data is checked.

Table 2- Distribution of variables based on Kolmogorov-Smirnov test

	Consumer Brand Engagement	Brand Community Identification	Satisfied brand	Brand Loyalty
K-S	1/74	2/19	2/49	1/92
sig	0/063	0/050	0/059	0/052

Table 2 shows that since the sig value is greater than 0.05, the data have a normal distribution

.

Chi-Square=1159.33, df=489, P-value=0.00000, RMSEA=0.019
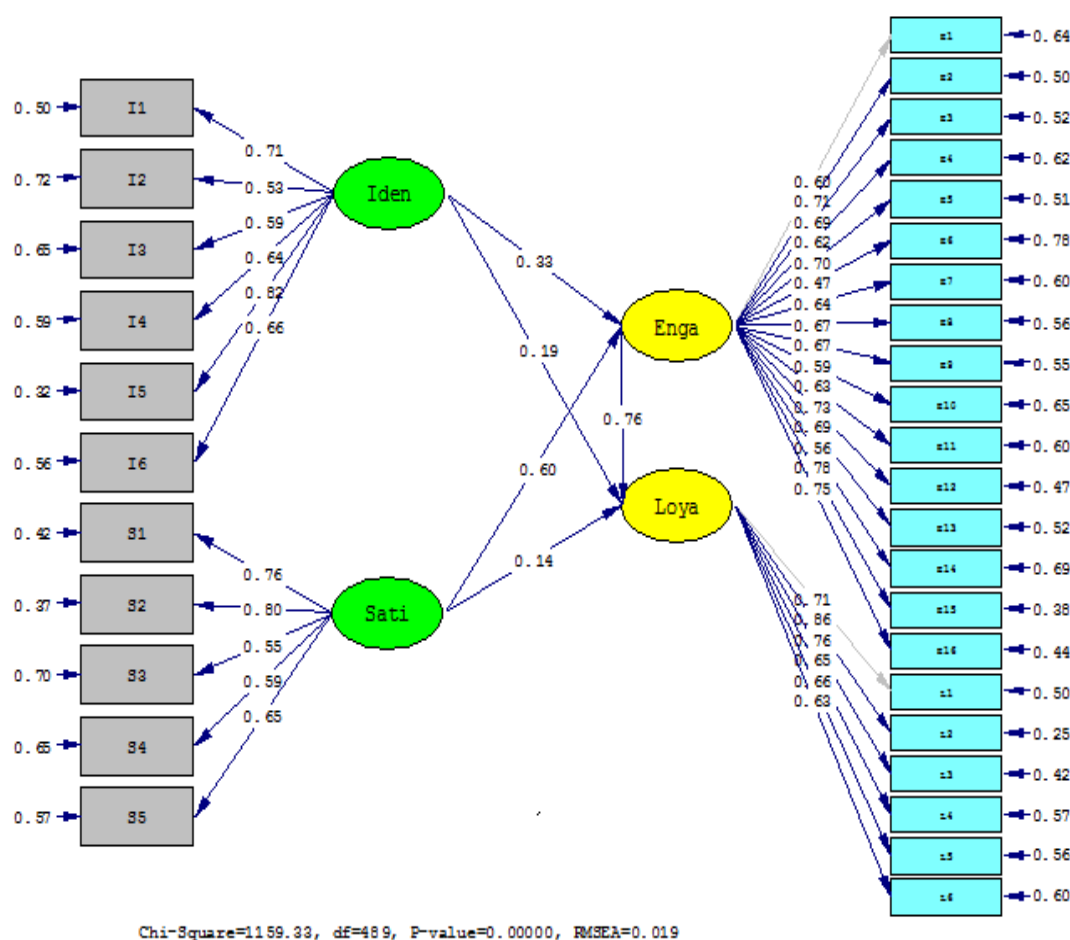
Figure 2. Output model for examining hypotheses in standard coefficient mode

Chi-Square=1159.33, df=489, P-value=0.00000, RMSEA=0.019
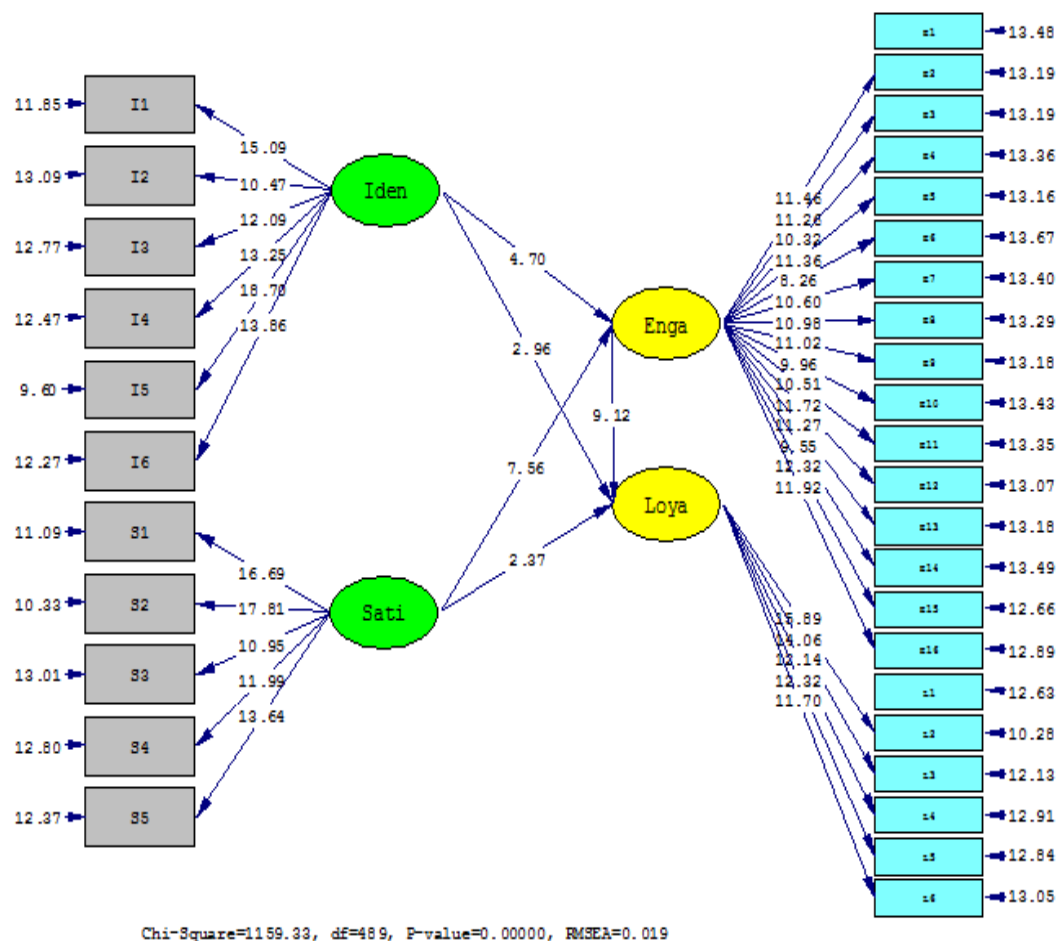
Figure 3 - Output model for examining hypotheses in the case of significant coefficient

Table 3- Descriptive statistics

Number	Questions	Loading	Indicators
	Consumer Brand Engagement		
1	I like to know more about X	0/60	**Cronbach's alpha= 0/92 ≥ 0/7**
2	I like events that are related to X.	0/71	**Maximum= 4/94**
3	I like to learn more about X.	0/69	**Minimum= 1/94**
4	I pay a lot of attention to anything about X.	0/62	**StdDeviation= 0/571**
5	I keep up with things related to X	0/70	**Mode= 3/63**
6	Anything related to X grabs my attention	0/47	**Median= 3/62**
7	Engaging with X makes me feel happy.	0/64	**Mean= 3/56**
8	I feel the experience on X to be pleasurable.	0/67	
9	Browsing X satisfies me	0/67	
10	I spend a lot of my free time on X.	0/59	
11	I am heavily into X.	0/63	
12	I am passionate about X.	0/73	
13	I try to fit accessing X into my schedule	0/69	
14	I love accessing X with my friends.	0/56	
15	I enjoy using X more when I am with others.	0/78	
16	X is more fun when other people around me also access it.	0/75	
	Brand Community Identification		
17	X successes are my successes.	0/71	**Cronbach's alpha= 0/81 ≥ 0/7**
18	When someone praises X, it feels like a personal complement to me	0/53	**Maximum= 5/00**
19	When someone criticizes X, it feels like personal insult to me.	0/59	**Minimum= 2/00**

20	When I talk about X, I usually say "we" rather than "they"	0/64	StdDeviation= 0/575
21	I am very interested in what others think about X.	0/82	Mode= 3/50
22	I have strong feelings for X.	0/66	Median= 3/66
			Mean= 3/67
	Satisfied brand		
23	I like X because it is entertaining	0/76	Cronbach's alpha= 0/79 ≥ 0/7
24	I enjoy being immersed on X.	0/80	Maximum= 5/00
25	My main aim of liking "X" is to access to deals, offers, coupons available.	0/55	Minimum= 2/20
26	provokes me to participate by offering lucrative deals.	0/59	StdDeviation= 0/534
			Mode= 4/00
27	Without the special deals provided by X, I would stop being a member of it.	0/65	Median= 3/80
			Mean= 3/75
	Brand Loyalty		
28	I intend to keep on following X	0/71	Cronbach's alpha= 0/86 ≥ 0/7
29	I will go to X next time I go visit an online brand community.	0/86	Maximum= 5/00
30	I would readily spend more time on X	0/76	Minimum=1/33
31	I intend to reduce the usage of X in near future.	0/65	StdDeviation= 0/632
32	I have strong preference for X.	0/66	Mode= 3/50
33	I will try new variants of X.	0/63	Median= 3/50
			Mean= 3/46

Table 4 - Review of hypotheses 1-5

Hypothesis	independent variable	dependent variable	T-VALUE	Standardized Solution	Result
1	Brand Community Identification	Brand Loyalty	2/96	0/19	✔
2	Brand Community Identification	Consumer Brand Engagement	4/70	0/33	✔
3	Satisfied brand	Brand Loyalty	2/37	0/14	✔
4	Satisfied brand	Consumer Brand Engagement	7/56	0/60	✔
5	Consumer Brand Engagement	Brand Loyalty	9/12	0/76	✔

Table 5- Assuming hypothesis 6

independent variable	dependent variable	T-VALUE	Standardized Solution	Result
Hypothesis without mediator variable Consumer Brand Engagement				
Brand Community Identification	Brand Loyalty	2/96	0/19	✔
Hypothesis with mediator variable Consumer Brand Engagement				
Brand Community Identification	Consumer Brand Engagement	4/70	0/33	✔
Consumer Brand Engagement	Brand Loyalty	9/12	0/76	✔

direct impact = 0/19
Indirect effect through the mediating variable= 0/33 * 0/76 = 0/25 ≥ 0/19

Table 6- Assuming hypothesis 7

independent variable	dependent variable	T-VALUE	Standardized Solution	Result
Hypothesis without mediator variable Consumer Brand Engagement				

Satisfied brand	Brand Loyalty	2/37	0/14	✔

<center>Hypothesis with mediator variable Consumer Brand Engagement</center>

Satisfied brand	Consumer Brand Engagement	7/56	0/60	✔
Consumer Brand Engagement	Brand Loyalty	9/12	0/76	✔

direct impact = 0/14
Indirect effect through the mediating variable= 0/60 * 0/76 = 0/45 ≥ 0/14

Table 7- Investigating the fit of the models obtained from the structural equations

Index	Permissible value	The calculated coefficient in the model	Result
Chi-square/df	< 3	1159.33 / 489= 2.37	✔
RMSEA	0/08<	0/057	✔
GFI	0/9>	0/90	✔
AGFI	0/9>	0/91	✔
RMR	Nearly zero	0/51	✔
NFI	0/9>	0/92	✔
IFI	0/9>	0/95	✔

DISCUSSION

Today, consumers use today's communication technologies to spend more than two hours a day on social media, about 33% of their daily time online. Given the significant amount of time people spend online today, marketers are making significant investments in this area. New advances in information technology have led to the emergence of attractive virtual spaces such as social networks, which are constantly expanding and providing an opportunity to promote the goods and services of manufacturers. With the advancement of Internet technology, businesses are using social networking sites to spread and promote information about their brand's products and services. Social media has changed the way traditional marketing communicates. Internet users are gradually forming business connections that were traditionally shaped by marketers. In this partnership and interaction, they increase sales, positive oral advertising and improve organizational performance, these results show the strategic importance of communication programs such as Instagram in today's marketing and sales. Due to the high intrinsic Engagement of Instagram, virtual brand communities are recognized as an important environment for facilitating or studying customer brand engagement. Virtual brand communities are defined as "specialized and non-geographic online communities based on social communication and customer relationships between a brand." Instagram, as a platform for like-minded users to meet and share their experiences with the brand, is increasingly recognizing the strategic role of virtual brand communities, often associated with customer brand engagement. However, despite the growing need to better understand customer brand engagement in virtual brand communities, little empirical research has been done. This means that, even if companies invest heavily in their virtual brand communities, little information is available about their consumer-based motivations or success factors, so more research is needed. . In response to this gap, we examined the impact of brand community recognition and brand satisfaction on brand loyalty with the mediating role of customer brand Engagement among customers of Barij Essence's herbal medicines on Instagram. In this study, we examine brand customer engagement and its subsequent effects on brand loyalty, so customer brand engagement is an intermediate variable in relation to brand brand recognition and satisfaction on the one hand, and brand loyalty on the other. Due to the motivational nature of customer brand engagement, brand community recognition and brand satisfaction were selected as the key to users' informed satisfaction, and the background of social identity of customer brand Engagement. User satisfaction and social identity perspectives express the context of customer motivation to choose specific media, including functional or social / identity motivations. Based on these perspectives, we examined the impact of brand community identification (social / identity) and brand satisfaction motivation (functional) on investments in the brand community of Barij Essence's herbal medicines customers on Instagram. In addition, we explore the impact of brand partnership on brand loyalty on Barij Essence's herbal medicine customers on Instagram, creating insight into the dynamics of customer brand engagement in virtual brand communities. By addressing these gaps, this study provides the following contributions:

First, despite the growing understanding of customer brand engagement in virtual brand communities, the impact of brand community recognition and brand performance

satisfaction on customer brand brand customer engagement in Barij Essence's herbal medicines on Instagram, which is explored empirically in this study There is little information available. Second, while previous research has addressed the direct impact of brand satisfaction and brand community recognition on brand loyalty, there is less insight into the mediating role of customer brand engagement in these relationships in virtual brand communities. Therefore, we examine the mediating effects of customer brand engagement in the relationship between brand community identification, and brand satisfaction in shaping brand loyalty in the virtual community of Barij Essence's herbal medicines customers on Instagram, thus providing empirical insight. We create. Third, from our results, we deduce a set of practical implications that were designed to facilitate managerial decision-making based on customer brand management in conjunction with Barij Essential Virtual Customer Virtual Brand on Instagram, which adds value to strategies. Provides online customer relationship management.

REFERENCES

1. Khan, S. Contribution of brand awareness and brand characteristics towards customer loyalty (A study of Milk Industry of Peshawar Pakistan). Journal of Asian Business Strategy, 2012; 2(8), 170-176.
2. Gecti, F., Zengin, H. The relationship between brand trust, brand affect, attitudinal loyalty and behavioral loyalty: A field study towards sports shoe consumers in Turkey. International Journal of Marketing Studies, 2013; 5(2), 111.
3. Greve, G. The moderating effect of customer engagement on the brand Image- brand loyalty relationship. Social and Behavioral Sciences, 2014; 148, 7, 203-210.
4. Sashi, C.M. Customer engagement, buyer-seller relationships andsocial media, Department of Marketing, Florida Atlantic University, Boca Raton, Florida, USA, 2012; 253-272.
5. Paruthi, M., Kaur, H. Scale development and validation for measuring online engagement. J. Internet Commerce, 2017; 16 (2), 127–147.
6. López, M., Sicilia, M., Alejandro, A., Carabaza, M. Creating identification with brand communities on Twitter: The balance between need for affiliation and need for uniqueness. Internet Research, 2017; 27(1), 21–51.
7. Kaur, H., Paruthi, M., Islam, J., Hollebeek, L. D. The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. Telematics and Informatics, 2020; 46, 101321.
8. Whiting, A., Williams, D. Why people use social media: a uses and gratifications approach. Qual. Market Res.: Int. J. 2013; 16 (4), 362–369.
9. Alnawas, I., Aburub, F. The effect of benefits generated from interacting with branded mobile apps on consumer satisfaction and purchase intentions. J. Retailing Consumer Serv. 2016; 31, 313–322.
10. Hollebeek, L.D., Malthouse, E.C., Block, M.P. Sounds of music: exploring consumers' musical engagement. J. Consumer Marketing, 2016; 33 (6), 417–427.
11. Brodie, R.J., Ilic, A., Juric, B., Hollebeek, L. Consumer engagement in a virtual brand community: an exploratory analysis. J. Bus. Res. 2013; 66 (1), 105–114.
12. Malthouse, E.C., Haenlein, M., Skiera, B., Wege, E., Zhang, M. Managing customer relationships in the social media era: introducing the social CRM house. J. Interact. Marketing, 2013; 27 (4), 270–280.
13. Dolan, R., Conduit, J., Fahy, J., Goodman, S. Social media engagement behaviour: a uses and gratifications perspective. J. Strategic Marketing, 2016; 24 (3–4), 261–277.
14. Solem, B. A. A. Influences of customer Engagement and customer brand engagement on brand loyalty. Journal of Consumer Marketing, 2016.