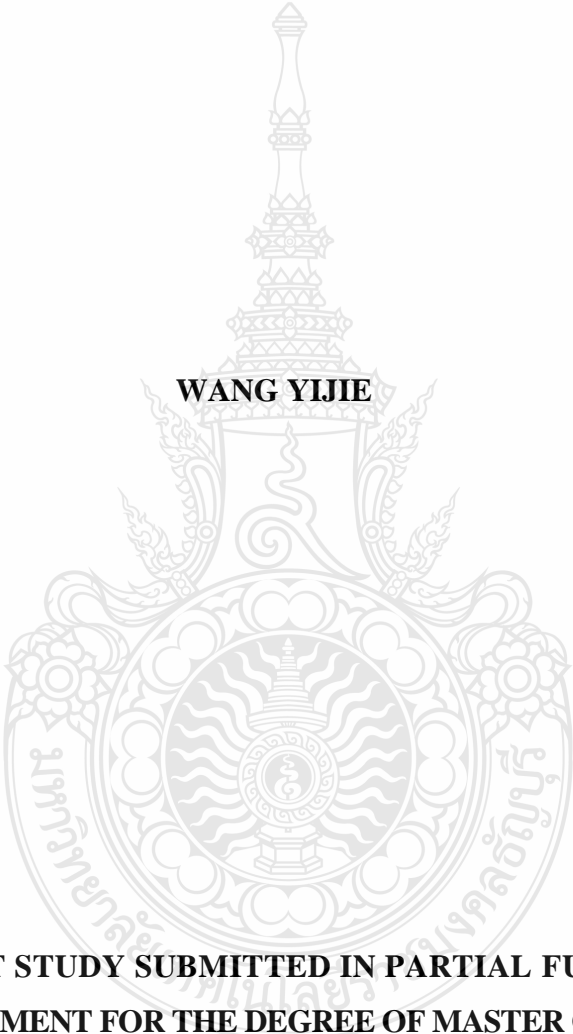


**FACTORS AFFECTING BRAND CITIZENSHIP BEHAVIOR IN  
THE ADVERTISING INDUSTRY**

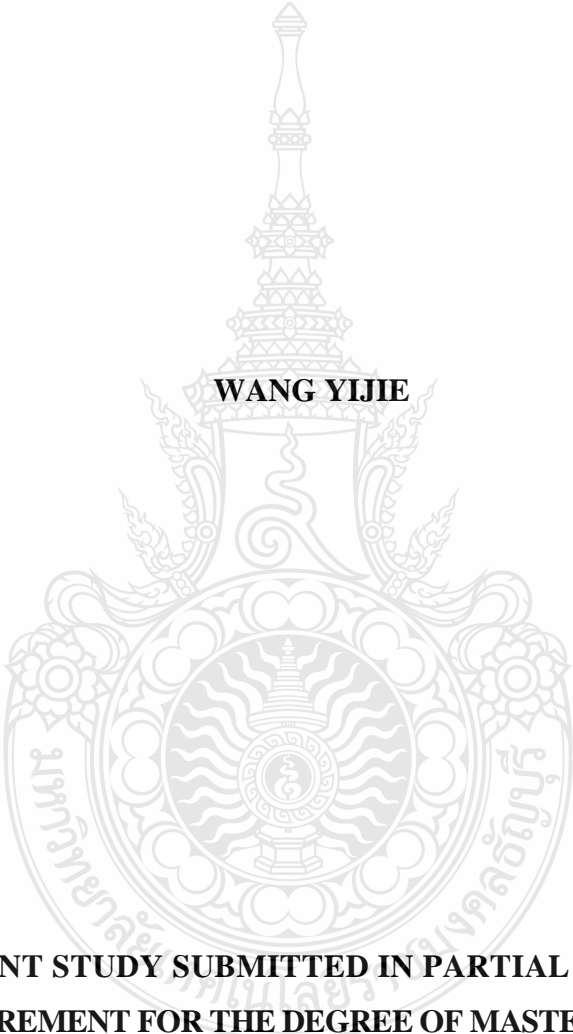
**WANG YIJIE**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION PROGRAM IN GENERAL MANAGEMENT  
FACULTY OF BUSINESS ADMINISTRATION  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI  
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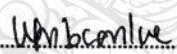
**Independent Study Title** Factors Affecting Brand Citizenship Behavior in the Advertising Industry  
**Name - Surname** Mr. Wang Yijie  
**Major Subject** General Management  
**Independent Study Advisor** Miss Umawasee Sriboonlue, D.B.A.  
**Academic Year** 2023

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<b>Major Subject</b>	General Management
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<b>Academic Year</b>	2023

### ABSTRACT

The objectives of this independent study were: 1) to determine the effect of corporate brand identification on brand commitment, 2) to determine the effect of brand commitment on brand performance, 3) to determine the effect of brand commitment on brand citizenship behavior, and 4) to determine significant differences in brand commitment, brand performance, and brand citizenship behavior according to demographics.

The sample group used in this study comprised 306 employees of advertising announcement companies located in the Nanchang and Jiujiang areas of Jiangxi, China. A sample of 306 employees were drawn from different positions of the advertising companies using nonprobability sampling with purposive sampling technique. The research method was quantitatively performed with a questionnaire survey as the research tool. The data analysis employed descriptive statistics including frequency, percentage, mean, and standard deviation, along with inferential statistics including independent samples t-test, one-way ANOVA, and simple regression analysis at a statistically significant level of .05.

The results of this study indicated that most of the respondents were female, aged between 20 - 30 years old, who had graduated with a Bachelor's Degree. The major departments were the creative department, marketing department, and customer department with the staff having average work experience of approximately 10 years. The results of hypothesis testing also indicated that: 1) corporate brand identification had a significant effect on brand commitment; 2) brand commitment had a significant effect on brand performance; 3) brand commitment had a significant effect on brand citizenship behavior; and 4) there were significant differences in brand commitment, brand performance, and brand citizenship behavior according to demographics as age, education, department, and years of working experience at a statistically significant level of .05 whereas differences in gender and position demonstrated no effect on brand commitment, brand performance, and brand citizenship behavior.

**Keywords:** corporate brand identification, brand performance, brand commitment, brand citizenship behavior

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Wang Yijie

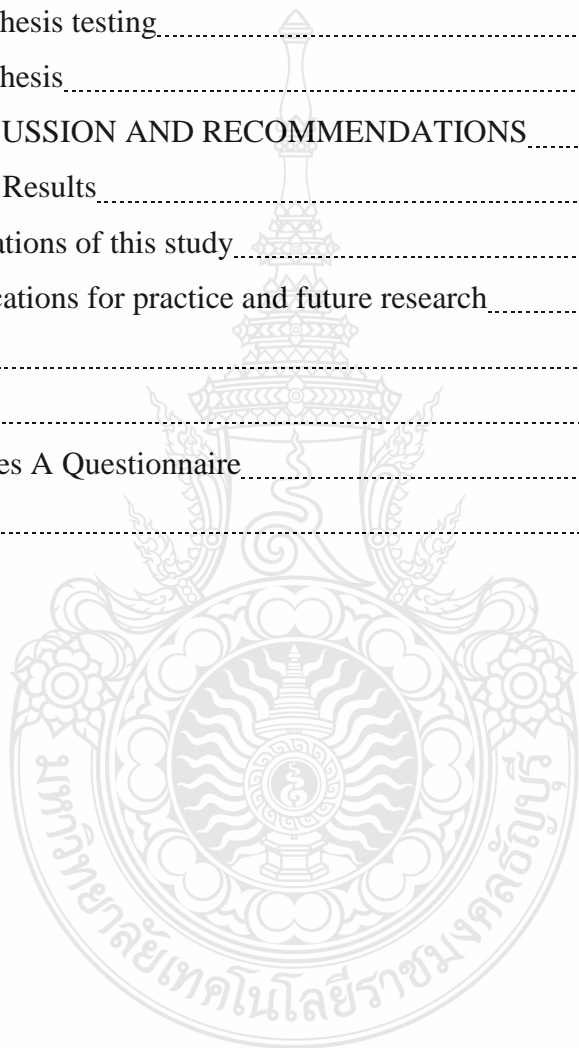


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# CHAPTER1

## INTRODUCTION

### 1.1 Problems and Background Statements

As an important part of modern service industry and cultural industry, advertising industry plays an active role in building new brand, displaying image, promoting innovation, promoting development, guiding consumption, stimulating domestic demand, spreading advanced culture and building a harmonious society (Han Yongwen, 2012).

China's advertising market as a whole maintains a stable growth trend. China's advertising market reached 431.9 million yuan in 2015, up 11.80 percent year on year. According to eMarketer, China's AD market is expected to maintain an average annual growth rate of around 10% over the next five years and reach 760 billion yuan in 2020. Over the past few years, thanks to the rise of the digital outdoors, outdoor advertising has bucked the trend, and less than 2% of roadside ads are now digital. Spending on outdoor advertising in the United States, Canada and 22 European countries nearly tripled during the decade, accelerating from 1995, when spending on outdoor advertising jumped from \$6.8 billion in 1995 to \$9.5 billion in 1999, a 39 percent increase over five years. Outdoor advertising in the U.S. market has grown by nearly 10% since 1995, reaching \$4.6 billion in 1999. The amount of outdoor advertising in the UK has also grown rapidly since 1995, with an average annual growth rate of more than 5% in five years, reaching \$820 million in 1999 and \$1.16 billion in 2003 (Zhang Jie, 2006).

Global online AD spending reached \$37 billion in 2016, up 22% from 20% in 2015; Online AD spending is expected to overtake television in the next six months; Mobile advertising is growing faster than PC advertising; Us: Google +Facebook= Share of US Internet AD Growth: China: Online AD revenue reached \$40 billion, up 30% year on year (Ma Lili, 2005).

In 2014, compared with 2011, advertising spending in China increased by 55.49%, far outpacing developed countries such as the United States, Japan, Germany and the United Kingdom. China is expected to gradually overtake Japan as the world's second-largest advertising market in the next few years. With the rapid development of national economy and the increasing position of China's consumer market, international brands and domestic

brands will further increase their advertising efforts, and the scale of China's advertising market will continue to expand in the future, and the development potential of China's advertising industry is huge (Ma Lili, 2005).

With the advent of the era of knowledge economy, the competition among enterprises has gradually changed from the past competition of resources and science and technology

To the competition based on Brand identification, Brand identification has become the core competitiveness of enterprises to build, maintain

Sustainable development and the maintenance of long-term competitive advantage of the most important resources, as an important part of business management activities

Brand identification has also been hit by the trend. Brand identification is the application and extension of brand science and marketing in the field of Brand identification (Bian Yingqi, 2012).

The research shows that successful brand identification is conducive to improving the working attitude and efficiency of the employees in the enterprise. Therefore, employee brand identification can have a positive impact on employee's working attitude, behavior and performance (Yang Bojie, 2016).

Recently, Brand identification management has become essential in both management practice and academic research. When it comes to Brand identification or Brand identification management, most companies focus on building brand engagement with stakeholders and consumers, but they also need brand building programs based internally that integrate all employees (Bravo, Buil, Chernatony, and Martinez, 2017).

How should enterprises achieve the purpose of attracting talents, retaining talents and improving employees' work performance through the shaping of Brand identification? In other words, enterprises can stimulate the enthusiasm of employees and promote their efficient work through the construction of excellent Brand identification. Brand identification construction has an important impact on task performance, and paying attention to salary and welfare has a more significant impact on Brand identification construction and improving task performance: Brand identification construction has more impact on relationship performance than task performance, but pays more attention to career development (Chen Lina, 2011).

Brand identification is important because it is the first step in a marketing channel and a key foundation for ultimately gaining customers.

Brand identification can also help you achieve a range of business goals. It can expand your audience, increase website traffic, build brand affinity and cultivate potential customers (Bian Yingqi,2012).

What is the corporate brand ranking of Chinese advertising companies?

The industry list of advertising companies is mainly based on the industry reputation, industry influence (4A advertising companies), revenue scale, number of employees, number of branches set up in the country, representative works cases, industry awards won, user resources, media resources and other indicators to form the rules of the 2022 list: The data of the top ten brands list of advertising companies are collected and sorted by CNPP Brand List Zhongbang Big Data "Research Institute" and CN10 Banbang Technology "Research Institute", based on big data statistics and professional evaluation based on the analysis of changes in market and parameter conditions. CN10/CNPP is an objective and fair evaluation research institution/big data cloud computing company with a long history in China. Through extensive collection and compilation of a large amount of global data, combined with professional independent research and evaluation, CN10/CNPP regularly publishes updated objective and fair rankings! The original data comes from the brand information database obtained from the free independent application of user enterprises and the brand data department of CN10/CNPP, as well as the big industry database generated by the credit index and dozens of data statistical calculation system. And on the basis of enterprise strength, brand honor, Internet voting, Internet word-of-mouth rating, enterprise ranking in the industry, the honors and awards obtained by the enterprise, through a specific computer model to collect and analyze a wide range of data resources, the results of a number of organizations media and website ranking data.

### China recognized nine major brand advertising company ranking



Source: (Baijia Website, 2022).

Through studying the influence of advertising Brand identification and advertising effect on employee performance, the cultural character of the main enterprise is improved from the perspective of design. This study has obvious practical significance, and contributes to the leading role of advertising enterprise Brand identification and advertising effect on employee performance in enterprise activities.

The main objective of this study was to better understand Brand identification from the perspective of employees and to explore how Brand identification affects employee attitudes and behavioural responses. Specifically, this study investigates the effects of Brand identification on employee brand commitment, brand performance and brand citizenship behavior, especially in the Chinese advertising industry.

## 1.2 Research Objectives

1. Study the influence of corporate Brand identification on brand commitment.
2. Study the influence of brand commitment on brand performance.
3. Study the influence of brand commitment on brand citizenship behavior.
4. Identify differences in brand commitment, brand performance and brand citizenship behavior based on demographic data

## 1.3 Research Hypothesis

- H1. Corporate brand identification has a significant effect on brand commitment.
- H2. Brand commitment has a significant effect on brand performance.
- H3. Brand commitment has a significant effect on brand citizenship behavior.
- H4. There are significant differences in brand commitment, brand performance, and brand citizenship behavior according to demographics.

## 1.4 Conceptual Framework

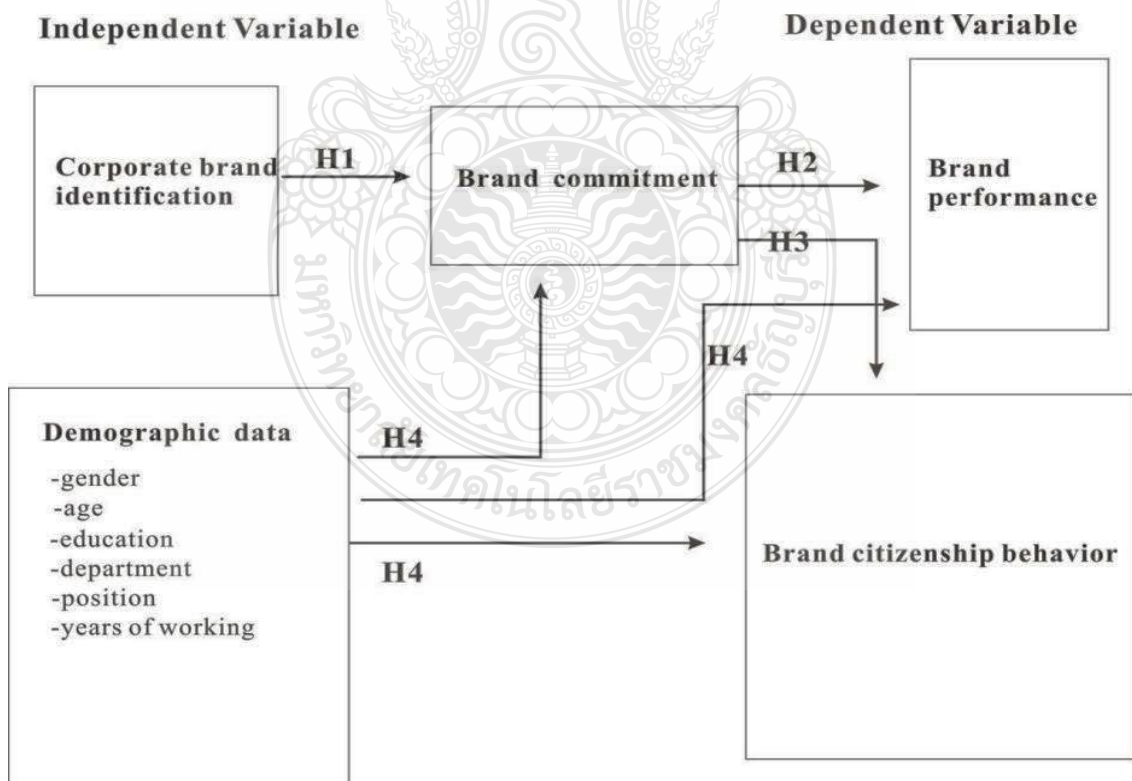


Figure 1.1 Conceptual Framework

## **1.5 Significance of this study**

### **Theoretical significance**

From an academic point of view, this study extends the previous research of Coleman et al. (2015) on the effect of Brand identification and applies this concept to the analysis of employees' perception of brand commitment, brand performance and brand citizenship behavior.

### **Practical significance:**

The influence of advertising enterprise Brand identification and advertising effect on employee performance is essential to the development of enterprises in any industry. Practical contribution can also help advertising enterprise practitioners to understand the importance of internal brand and the influence of Brand identification on employee attitude and behavior. The results can help them create brand commitment and loyalty for consumers and employees in their brand decisions.

## **1.6 Definitions of Terms**

**Brand identification:** Brand identification refers to the definition of brand associations that can impress consumers and distinguish them from competitors from the aspects of products, enterprises, people and symbols. Together with the core value of the brand, it forms a full brand association. A successful brand must have distinct Brand identification characteristics (Bian Yingqi,2012).

**Brand commitment:** It can be defined as the psychological attachment of employees to the brand (Burmam and Zeplin, 2005).

**Brand performance:** Brand citizenship behavior refers to the behavior that employees take to strengthen the brand, which is consistent with the company's Brand identification and brand commitment (Burmam and Zeplin, 2005).

**Advertising:** Advertising is the media industry within the service industry. Advertising industry refers to the industry that obtains profits through advertising creative planning, design, production, display, release, testing, management, investigation, release, scientific and technological research and development, technical promotion, effect evaluation, media operation, brand agency and other means. Advertising, on the other hand, refers to the paid publication of information for commercial or other purposes.



As an important part of modern service industry and cultural industry, advertising industry plays an active role in shaping brand, displaying image, promoting innovation, promoting development, guiding consumption, stimulating domestic demand, spreading advanced culture and building a harmonious society (Ma Lili,2005).



## **CHAPTER 2**

### **REVIEW OF THE LITERATURE**

#### **2.1 Brand identification**

There are two ways to express Brand identification in English: one is Brand identification; The other is Brand identification. These two different representations vividly reflect the most basic debate about the concept of "Brand identification" whether Brand identification is an essential attribute of a brand or a concrete action. Let's take a look at Ike's definition of Brand identification: Brand identification is the association that brand strategists hope to create and maintain to arouse people's good impression of the brand. From this definition, we can know that "Brand identification is a kind of association", which aims to "arouse people's good impression of the brand". This definition of Brand identification is consistent with Brand identification, which considers Brand identification as a part of the brand and emphasizes that Brand identification can trigger consumers' positive association with the brand. Then take a look at the brand expert in our country to define the brand recognition. In Local Brand Strategy, Brand identification is defined as follows: Brand identification refers to the definition of how products, enterprises, people, symbols and other marketing communication activities embody the core value of the brand, so as to form a brand association to distinguish competitors. This definition emphasizes that Brand identification is a behavior of brand owners, whose function is to establish a differentiated advantage through communication. This definition of Brand identification coincides with brand identification. Which definition is more accurate and more instructive to the actual work of brand building?

Although Chinese and foreign scholars have different definitions of brand identification, there is one point of agreement, namely, the specific content of brand identification. In Ike's Brand identification theory, there are three aspects of Brand identification, including Soul of brand, Core identity of brand and Extended identity of brand. Brand identification theory includes three aspects: brand core value, brand basic recognition and brand extension recognition. Although the specific name is different, the content can be considered the same. In addition, Ike also explained twelve specific contents of brand identification from four aspects, including: Brand as a product (product

range, product features, quality/value, use experience, users and place of origin), brand as an organization (organizational characteristics, regional or global), brand as a person (brand personality, brand/consumer relationship), brand as a symbol (visual image/identity and brand history), each content is related to the brand. It can be seen that brand identification exists as an essential attribute of a brand, rather than a specific action behavior. In other words, the exact meaning of Brand identification is Brand identification rather than brand identification. In addition to distinguishing Brand identification and Brand identification by definition, the relationship between them can also be clarified through the implementation process of brand identification system (Cui Can, 2016).

Defining the specific content of Brand identification is the starting point of implementing Brand identification system. If Brand identification is to play a role of "reflecting what the enterprise can organize and hope to do, resonating with consumers and creating differences with competitors", enterprises must ensure that the benefit value proposition that the brand image embodied by Brand identification can realize is consistent with the benefit value proposition of consumers. There are three forms of consumer benefit value proposition, namely functional benefit value proposition, emotional benefit value proposition and self-expression benefit value proposition. Brand identification has four aspects and twelve specific contents, but not all of the twelve contents can reflect the brand image to be established by the enterprise, and the selection standard is to see which content can better realize the value proposition of consumer interests. Through the method of listening -- understanding -- knowing to determine the benefit value proposition of consumers, and take this as the standard, accurately define the specific content of Brand identification, and then build a specific brand image with these Brand identification content as the framework (Cui Can,2016).

There are two different understandings of establishing a "relationship" with consumers. One is that "brand is the relationship between consumers and products" emphasized by Ogilvy & Mather's advertisement. One is described in Ike's Brand Leadership, "Brands should build interpersonal relationships with consumers". The difference between these two views lies in "what role should brand play in establishing the relationship with consumers ": the former believes that brand is the carrier of the relationship with consumers; The latter believe that brand is the main body to establish a relationship with consumers.

In the first view, the purpose of establishing the relationship between products and consumers is to reduce the market risk of their own brands by raising the threshold for competitive brands to enter the market and increasing the cost for competitors to obtain customers. This is inconsistent with the goal of the implementation of the Brand identification system which is to obtain a clear brand image. The relationship between the brand and the consumer should not be limited to the category of products, but should be centered on the consumer, in order to establish a "interpersonal relationship". This requires humanized characteristics of the brand, so that the brand can become consumers' friends, teachers, advisers or bodyguards, so that the brand in the daily life of consumers to play a role. The benefit value proposition of consumers can be reflected in this humanized brand image, and the brand will be recognized by consumers, so that consumers have a strong sense of belonging to the brand, which lays the foundation for the formation of brand loyalty. It can be said that the establishment of relationship makes the Brand image humanized and enables consumers to accurately grasp the specific content of the Brand identification, which is an extension and deepening of the Brand identification (Cui Can, 2016).

The Brand identification can be represented by a six-sided prism. Here are six aspects of Brand identification. A brand must first have a body, that is, a prominent (and immediately noticeable) or a significant (and perhaps not prominent) independent feature outwards.

"La Vauh quikit" (Laughing cow) conjures up red and blue cheese wrapped in foil, "Citroen" (Peugeot) conjures up high-tech car suspension, primitive shape and bravery, "Volkswagen" means durability, and "BMW" conjures up its performance and speed.

The body is the foundation of the brand, just like the flower stem, without which the flower would die - the body is the flower's independent, tangible support. This is the traditional basis of communication, in line with the brand's standard positioning, to extract physical characteristics from the main or prominent products in the brand. For example, Rossignolin's body is associated with brakes, while Solomon is associated with construction. That's why Rosinillo inspires fun and drive, and Solomon represents precision and safety. Size is important, but it's not enough. This is just the first stage of building a brand. Brands have personalities. The brand should have personality. If we use human images to describe a brand, then we gradually develop the impression of an anthropomorphic person

talking about a product or service. In the minds of Westerners, La Vache quikit has a generous and kind soul; Peugeot was conservative and not idealistic; Citroen and Atari love competition and challenge.

Personality has been at the heart of the brand since 1970, and many American advertising agencies use personality as the premise of all communication campaigns. Ted Bates created the new USP (Unique Selling Personality), Grey Advertising uses personality as their definition of a brand, and Ewn-RSLG sees body shape and personality as the two pillars of all brand communication. And as a source of communication style. This situation explains how brand personality prevails and why simple personalization methods such as endorsers, stars or animals are widely used. Brands extract their own culture from each product. Product is the embodiment of material, but also the direction of culture. Culture includes value systems, sources of inspiration and brand power. Culture is tied to the basic principles of managing external brands (i.e. products and communications). Culture is an intrinsic aspect of identity and a major driver of brands. Apple computers reflect the culture of California because the state is a symbol of cutting-edge technology. Even with the departure of Apple's founder, nothing changed, and Apple computers changed the company and, more broadly, humanity itself. The realization of this dream, the main source of inspiration, is not only based on highly original computer products and services, but also based on its advertising style.

Culture seems to influence and permeate major brands (Benetton, Coca-Cola, Adidas, etc.) and advertising strategies are no longer just personality-driven. When we consider the identification of retail companies, we will see that those leading retail companies not only have their own personality, but also their own culture. Citroen's culture is rooted in the idea of using technology to bring engineers to the ground. Mercedes embodies the German respect for order and strength. Overall symmetry becomes the constitution of the brand. At the same time, Mercedes' external logo is a concentrated embodiment of order. Adidas is part of a collective culture. Unlike Nike or Reebok, Adidas focuses on the value of team sports such as football. Culture is an essential aspect of identity, but it didn't play a significant role until people realized the relationship between a brand and a product.

Brands are not only used to differentiate products, but also to rationalize them. Findus isn't just the name of a range of frozen drinks. It is also the voice of religion and

social class against traditional eating habits. Findus will help them. Would Findus have succeeded if it had not been so insistent in promoting a new culture? Since the brand has spoken out, it has rapidly gained social status and influence over new patterns of behavior, and it wants to further become a pioneer in women's liberation. In this sense, we can say that brands should say less about the product itself and more about the legitimacy of the new behavior patterns they advocate.

Culture is often related to the country in which the brand was created. From Coca-Cola we see America, from IBM we see Wall Street, from Ralph Lauren we see Boston. But brands like Mars have gone completely international. Canon and craft names don't look like craft, whereas Mitsubishi, Toyota and Nissan craft are more associated with Japan. Evian and Parisian water exports are subsidized in part because they symbolize a part of French culture. But cultural content isn't the only thing that adds value. When Americans buy a bottle of Perrier or Evian, they are paying not just for its culture, but for six dimensions of its identity.

Culture associates brands with the company itself, especially when they share the same name (such as IBM and Nestle). Nestle's culture avoids being seen as a company that serves mouth-watering delicacies, because a puritanically serious company cannot be. Much of a brand's freedom lies in its culture. Brand is the most obvious sign of a company's culture. The reflection of brand image in the minds of consumers. When consumers are asked what they think of a particular car, their first reaction is to recall the type of driver that suits them best - dissolute, family-oriented, poser or old-fashioned. The users of the products in this picture are often in conflict with the target market of the brand. The target market refers to the potential buyers or users of the brand, and the users in the image are not necessarily the target consumers, but the image conveyed by the brand to the target consumers, which is a means of making distinctions.

While Coke is often photographed with young people, it actually has a wider audience. The fact that the value of youth is also accepted by adults is one explanation for this contradictory fact.

The conflict between image and target consumers will still cause problems. Many advertising agencies fail to realize that there is no easy, obvious way to target the public. Remember that brand buyers don't want to be portrayed in advertisements as the

achiever, but rather as an expert on the brand as they are. Brands are created by consumers to enhance their reputation and spread their awareness. Brands have symbolic value in the eyes of the beholder.

Thirty years ago, D Ogilvy depicted the man in the Hathaway shirt as a one-eyed man, the kind of British colonel wounded in battle. But that doesn't mean they're the target consumers for Hathaway's shirts. Besides, not everyone who wears Lacoste likes tennis. Tennis fans are not Lacoste's target consumers. People buy the brand because of its cultural heritage and positive perception.

At L 'Oreal, all the brands are depicted in words by customers. Ms. Lancome is exactly the same all over the world. This consistency applies to all I 'oreal shampoo and wash brands.

If a brand can't get consumers to associate its name with an image, it can use a competitor. Virgin's store image makes established competitors look old-fashioned. In an effort to make the product physically desirable - Microsoft copied IBM, but was cheaper and better than IBM - Victoria's ads deliberately portrayed IBM customers negatively, preferring to risk the safe-looking IBM display for better performance and price. The sixth aspect of Brand identification is the inner image of the consumer. If the image is the external reflection of the target consumers, then the internal image is the internal reflection of the target consumers themselves. Through our attitudes towards certain brands, we establish some form of internal connection with ourselves.

Many Porsche owners, for example, simply want to prove they can afford the car. Buying a car may not fit their career profile, which is partly a gamble. As a result, the brand is presented as a goal that a strongman will do anything to achieve. In this way, Porsche's advertising presents itself as an endless competition with itself. As we have seen, Porsche's image may not be the same as consumers' self-image.

Studies have shown that Lacoste buyers, even if they don't like sports, psychologically see themselves as members of a sports club that doesn't distinguish between race, gender or age. Because sport itself doesn't make those distinctions. One of the hallmarks of the Gayelord Hauser consumer is that they see themselves not just as customers, but as followers of the brand. When two Kelodhauser fans meet, their conversation leads them to believe that they are members of the same religious sect.

The definition of identification and its potential areas have six aspects. The Brand identification prism shows that these aspects form an organic whole, with each aspect's content echoing the other. The prismatic structure stems from a basic idea: the power of brands diminishes dramatically. Since a brand has its own publicity, it can be analyzed as spreading when it endorses or vouches for the products it contains.

Speakers usually convey an image of themselves. The same is true of products or stores: they are spread in a way that allows us to imagine who is speaking behind the back - the sender of the message. From a brand point of view, it's a metaphor. Because there is no real originator the personified person from the brand name. The personified communicator is tangible and individual. For some big conglomerates, consumers often think of their founders as Mr Pepsi or Mr Nike. Naturally, they don't portray the real founder of the company, but rather the image constructed by the communication.

Each form of communication is directed directly to the recipient, as if speaking to each audience. The image and inner image directed to the recipient form the final part of the Brand identification. Two other aspects of Brand identification relationships and culture bridge the gap between sender and receiver.

The identity prism also contains vertical division. The factors on the left constitution, relationship and image are the social dimensions we give to the outward appearance of the brand, all three of which are visible. The part on the right - character, culture and inner image - is the spiritual part that combines the brand itself (Cui Can, 2016).

What is the Brand identification of the advertising agency?

1. Physical characteristics Brand identification begins with physical characteristics, that is, an outward manifestation of an important (immediately noticeable is the mention of the brand) or a major (perhaps not prominent) independent characteristic. The body is the foundation of the brand, like the flower stem, without which the flower would die the body is the flower's independent, tangible support. This is the traditional basis of communication, in line with the brand's standard positioning, to extract physical characteristics from the main or prominent products in the Brand identification. 2. Brand identification is personal. Brand identification requires personality. If we use human images to describe Brand identification, then we gradually develop the impression that we are talking about the



personification of a product or service. 3. Cultural brand identification extracts its own culture from each product. Product is the embodiment of material, but also the direction of culture. Culture includes value systems, sources of inspiration and brand power. Culture is tied to the basic principles of managing external brands (i.e. products and communications). Culture is an intrinsic aspect of identity and a major driver of brands. Culture connects the brand with the company itself, and the freedom of the brand lies largely in the company culture. Brand is a more obvious sign of corporate culture. 4. Brands also show a relationship. It often provides opportunities for intangible communication between people, especially in the service industry. Image is the reflection of brand image in consumers' minds. Brand identification is to enhance the reputation of consumers, spread identity. Brands have symbolic value in the eyes of the beholder (Bian Yingqi, 2012).

## **2.2 Brand Commitment**

Brand commitment is often defined as the psychological attachment of employees to the brand (Burmam and Zeplin, 2005). In terms of its dimensions, the previous literature offers several conceptualizations (Burmam and Zeplin, 2005; Kimpakorn and Tocquer, 2009). Perhaps the most influential conceptualization of commitment is Allen and Meyer's (1990) description of affective commitment, continuity commitment, and normative commitment. Affective commitment refers to the employee's emotional attachment to the organization; Continuation and normative commitments reflect, respectively, the cost of leaving the organization or the perceived obligation to stay (Allen and Meyer, 1990). While continuity and normative commitments require a strong need focus, emotional commitments are driven by internal states and are more volitional. It is important to consider these distinctions because organizations seek more from employees than just continued membership (Zhang Min, 2006).

Brand commitment is all the guarantees a brand gives consumers. What a Brand Performances to consumers reflects a business philosophy. Brand commitment includes product commitment and is higher than product commitment. An overall product concept includes three aspects: core product, formal product and extended product. The standard of a product in these three aspects is product commitment. What a Brand Performances to consumers reflects the business philosophy of a company; The ultimate pursuit of a brand

reflects the decision maker's ability to go beyond product brand planning and the business operator's ability to plan for the future of the enterprise. And a brand's advertising language often reflects the Brand Performances made to consumers. We can see the process and capability of brand planning and construction from the changing process of brand advertising language (Zhang Min, 2006).

Brand commitment is the comprehensive promise made by an organization to consumers in terms of brand benefits and product performance, reflecting the business philosophy of an enterprise. In brand building, many partners confuse brand concept and brand commitment, but it is not the same. Brand commitment is to convey the strong desire to establish a long-term relationship with consumers, and to make emotional commitment, in order to improve customer loyalty, focusing on meeting the needs of users' interests, is more third-party perspective; Brand concept is more like the inherent soul belief of an enterprise, which can influence and infect the spiritual core of customers to make preference choices. It focuses on the combination of vision refining and advantages of the founding team, and the perspective of ID is more. For example, the brand concept of Coca Cola is happy to share, and brand commitment is not, but we experience the "cool" when drinking Coke, which is two completely different perspective of the concept, from happy to share to cool related, but the focus is not the same. It can be simply understood as brand commitment is what people think I give the customer feeling, brand concept is what I think I should be. Brand commitment is an outside-in thinking orientation. Brand concept is from the inside out thinking oriented (Zhang Hui and Bai Changhong, 2012)

A Brand Performance is a promise made by a brand that their product will meet a customer's needs in some way. It also helps gain the trust of customers to maintain long-term relationships with them. Consider brand commitment in terms of value proposition, which is also one of the most important aspects of branding. The value proposition represents the incompatibility of a particular brand and makes it stand out in a highly competitive marketing landscape. Brand commitment helps these companies differentiate themselves from others, even though they will all be selling similar products. In this way, they can prove that they are different from others and better than others, so that they can win more customers and thus increase their sales. Brand commitment is a powerful tool for any company. If used correctly, it will help a company win the trust of its customers. It raises

their expectations of the product and thus stimulates their willingness to buy. Moreover, if a Brand Performances to make an impact on a sufficiently inspiring market segment, it will increase consumers' willingness to buy a particular product. Brand commitment articulates an ideology that goes beyond the rational advantages that might have been generated in the past and focuses more on higher emotional rewards. Many people confuse Brand Performances with slogans or headlines for advertising. But that's not the case. This is not a public statement or some unique selling proposition. So, a Brand Performance is basically not what they say, but what they do. It's about how companies or business organizations can build strong connections with customers over a longer period of time. Therefore, in order for a brand commitment to be effective, Shanlue Brand Planning believes that it should not only focus on the commitments made in the past, but also explore the emotional, positive, social and possible ecological consequences of the brand. A purposeful brand commitment that focuses not only on the profit side but also attempts to build deep, meaningful emotional connections with customers may lead to useful outcomes and outcomes in the long run. Therefore, brand commitment is a branch of corporate strategy, which needs to sustain the three goals of the business, namely, values, mission and vision. So brand commitment is helpful for any organization, it provides a powerful platform that can prove all three core elements and then implement it ( Niu Zhenbang, 2012).

### **2.3 Brand Performance**

A brand is a name, term, symbol, or pattern that, in combination, identifies a seller or a group of sellers' products or services and distinguishes them from competitors' products or services. It can provide customers with functional benefits and added value products that they think are worth buying.

(1) Brand is an intangible thing

Brand does not have material entity, but has material carrier, and through a series of material carrier to express itself. The direct carrier is mainly figure, mark, text, sound; Indirect carrier is mainly product price, quality, service, market share, popularity, proximity, reputation and so on.

(2) Brand is intangible asset

The meaning, personality, quality and characteristics that a brand represents generate brand value. This kind of value is invisible and untouchable but can create excess profits.

(3) Brand is a kind of communication

Brand is a symbol, a word, an object, a concept at the same time in one, the various symbols such as logo, color, packaging are combined together. From the perspective of consumers, brand, as a symbol, is stored in the minds of consumers together with product information, and the brand becomes the object of their memory.

(4) The brand has obvious exclusivity

Brand represents the market image and status of an enterprise, is the pass for an enterprise to enter the market, is the bridge and bond between an enterprise and the market. Brand belongs to the category of intellectual property. Sometimes, enterprises protect their brand by means of confidentiality and enterprise protection law. Sometimes, they protect their brand rights and interests by means of registration and patent application in the relevant departments of the state. Sometimes, they also use legal protection and obtain social recognition through the reputation of long-term production and operation services, such as brand name and logo.

(5) The brand has strong expansion, extension and influence

Brand has become the banner of asset reorganization, and valuable brands continue to expand and extend, gradually forming collectivization. With the development of corporate collectivization, the industry boundary of brand is becoming more and more blurred, while the concept of brand is becoming clearer and clearer.

(6) The brand has certain risks and uncertainties

The potential value of a brand can be large or small. It can sometimes lead to high value-added products.

(7) Brand is a promise and a guarantee

This is based on the value, benefits and characteristics provided by the brand. The brand must provide consumers with strong value benefits to meet the needs and desires of consumers, so as to win their loyalty and long-term trust and preference.

## Brand performance

### (1) Identification function

Identification function refers to that the brand can help consumers find the products they need as soon as possible, so as to shorten the time and energy spent by consumers when choosing products. Brand is a kind of invisible identifier, is the "whole" concept of products and enterprises. It enables consumers to make a choice quickly in the face of a wide variety of commodities when they buy goods with a certain use value. Because brand is the symbol of a product, representing the quality, characteristics and commitment of the product, it shortens the purchasing time and process of consumers.

### (2) Function of protecting the rights and interests of enterprises and consumers

After the brand is registered, it is protected by laws and regulations and forbidden to be used illegally by others. If there is a problem with the quality, consumers can negotiate with the enterprise according to the brand, claim compensation from it according to law, and protect their legitimate rights and interests.

### (3) Promotion function

Because the brand is the product quality, characteristics, grade mark, easy to attract the attention of consumers, to meet their needs, therefore, easy to win the choice of consumers and love, to achieve the purpose of expanding the total sales.

### (4) Value-added function

Brand is a kind of intangible assets, which can be bought and sold as a commodity, bringing huge economic benefits to enterprises. With the improvement of brand awareness and reputation, the value of the brand itself is also gradually rising.

### (5) Conducive to the formation and shaping of the enterprise market

The brand represents the corporate image. In the minds of consumers, brand strength is linked with the image of the enterprise. The brand is conducive to shaping the image of the enterprise, improving the visibility and trust of the enterprise, and laying a solid foundation for enterprise diversification and brand extension ( Du Zhiqin, 2006).

The process of branding, if understood in a simple sentence, is to turn your water into "Evian" and your person into "Bill Gates! This is the most popular explanation of the branding process. Branding is a way of selling goods more efficiently, equivalent to pre-selling a product or service to the customer. David Ogilvy famously said, "We sell or

else.) in today's era of brand, should be replaced by a new slogan: creating brand, unless otherwise nothing. Because in the era of multimedia, since the media age, the information explosion era, unless you are a brand, or you will miss the "selected opportunities. Business all over the world in a revolutionary change - from sales to buy. We have long gone from the era of "pay attention to consumers" to the era of "Pay attention to consumers", the choice of consumers determines the life and death of enterprises. People who are fascinated by brands have a consumption mentality that is almost worship, which also makes the brand itself infinite magic. Therefore, we can see the excited expression of many people playing with Apple phones. They go to the other side of the ocean to purchase the new phones, they queue up all night for the new ipads, and some consumers are even willing to exchange their own kidney organs. This is the extreme tension of the brand.

Identify the source of the product. Rejoice procter & gamble is a production, LiGong unilever is a production, maotai maotai, authoritative brand " concept of origin. Beyond the literal meaning of the country of origin, and give the brand a strong endorsement. This is the place of origin is eventually dominated the hearts of customers, to produce a sense of trust. Proctor & Gamble, Unilever, L 'Oreal launch products, naturally create trust in customers. According to their different products in the past, directly promote the choice of customers to make decisions. The sign of quality, the product or service is a brand, must be because of its quality. In turn, once a brand, consumers have reason to believe that the quality of the product is excellent. If the fruit is sweet, we have reason to believe that other fruits are also sweet. The brand serves the function of product classification. The responsibility of the product maker is sought. For consumers, an important reason for choosing branded and non-branded products is that branded products are guaranteed. If there is a problem with the product, customers can return or replace it, or defend their rights and interests through legal means. But if it is a brand, its own trademark is not protected, the manufacturer's responsibility is also out of the question. Reduce the risk of buying. Reduce the searching cost. We often use a word, called "commodity ocean. Since described as ocean, said consumers to choose in many commodities, commodity to looking for his needs. This process is very time consuming and energy. If consumers do not understand certain goods, is bound to search information, many ask, several contrast. However, once there is a brand whose appeal meets the needs of consumers and has

a certain market reputation, many potential consumers may believe in the brand before they buy it, and eventually have a directional purchase behavior and establish a contract with the product manufacturer. Consumers express their recognition of a certain brand through choice, while manufacturers meet consumer needs through product functions and quality to express their recognition of consumers. Consumers then reflect their loyalty to the brand through repeated purchase and use, and manufacturers repay consumers' loyalty through services, concessions and other means. Based on this, a mutually beneficial contract is established between the consumer and the manufacturer through the brand. All brands have a symbolic meaning. Consumers hope to show their personality, personality, status, identity and the group they belong to through the products or services they buy and use.

Brand seeking spokesperson is also to convey a group concept, convex own brand positioning, grade, show to the appropriate consumer groups. Therefore, every consumer will consider their own suitability when choosing a brand. An influential brand must have a core concept that is attractive enough for consumers to want to be a part of that concept. It's a big concept, and it's unique, simple, and true. Enterprises introduce this concept into the life of the public through communication behavior, and then influence consumer groups. For example, Apple Inc. created an idol with iPod, an object to satisfy needs and desires, a new music world, and its own pure aesthetic product design, it became a kind of faith. People can even tell if you have an iPod or not, whether you are fashionable or out of fashion. Driven by the trend, consumers naturally develop a brand worship. Similarly, Nike's slogan --Just do it -- tells the public that you can be who you want to be, just go for it and be free to pursue yourself. Optimize the selection. The role of brand is to identify differentiated products and services, it can help customers identify the source of products and services, and through the establishment of information to influence customers' purchase decisions, so that the choice of customers becomes simple, quite dried to choose a direct reason to buy, optimize the choice of customers. There's an assumption that I often make. If you were presented with 50 bowls of instant noodles and asked to enjoy them, with numbers (1~50) on the noodles, what would you choose? You don't know what to choose. It's painful. But if you write the two words in the above will greatly facilitate your choice, write on a bowl of "kang teacher |, write" unified "on a bowl. So,

the brand is commodity in the sea lighthouse, pointed out the direction when choosing products to consumers, solve the problem of convenience for consumers to buy the product. Brand simplifies the process of consumer choice. Remember, the power of a brand lies in its ability to influence customers' buying behavior (Tian Shufang, 2004).

## **2.4 Brand citizenship behavior**

Observing brands only from the perspective of marketing, emphasizing the brand as the center of consumers while ignoring the citizenship of brands, to a certain extent, this avoids the political, social and epochal responsibilities that brands should shoulder.

Brands are civic

Citizens, masses of the people, masses in terms of different, but the essence of the same. Therefore, under normal conditions, the concept of brand consumers or customers and people in the market sense is basically attached importance. The popularity of brand refers to the value of brand business to the people and the characteristics of reflecting the wishes, interests and emotions of the people by means of brand. All brands should highlight and emphasize the popularity. The stronger the popularity, the stronger the vitality of the brand. In fact, the brand concept is not limited to commercial brands. What we can see and feel is related to the brand, including a good movie, a way of consumption experience, from material to spiritual, can be a brand.

Take Tencent as an example. Wechat's popularity is based on its insight into people's desire for convenient communication and understanding of people's needs. Short video platforms such as Douyin, Volcano and Kuaishou are also created in response to people's demands for a fast pace of life. Examples of the popular brand are the Great Wall, the Forbidden City, the West Lake and other cultural heritage. Among them, the Palace Museum relies on cross-border export brands to generate more than one billion yuan, the reason is that people have deep historical feelings for these brands. They have been woven into the veins of the whole nation and people, so these brands can have a long lasting impact and maintain lasting vitality. Another example is some popular film and television works also fully reflect the people's character, such as Mr. Lu Yao in the 1980s



Why is it that the Ordinary World, which was written in the 1990s, is still well received as a TV series? This is because the spiritual power embodied in the Ordinary World is of a popular nature, able to penetrate history and reach people's hearts. There are many examples, including films like Zhou Enlai and Wolf Warrior 2, which become famous brands because they reflect the sound, emotions and interests of the people. Citizenship is a strong gene of Chinese brands. When it comes to brands, many people may be more accustomed to paying attention to commodity brands. If commodity brand must be mentioned, then under the premise of commodity economy, brand also represents the total positive information of the enterprise's trademark, its products and service product network (Liu Xiaoqing 2027).

Easy to understand, to become a real sense of the brand, the basic premise is to must have a quality of the quality of people's recognition, let people believe that education is "integrity, law-abiding, reliable, professional, value, economic and efficient | such reputation, represent the higher level of industry. Therefore, the brand is born with positive, demonstrative, in line with people's expectations and aspirations for a better life.

New crown since the SARS outbreak, the Chinese government "responsibility | image an unprecedented increase, the spillover of national brand image for Chinese enterprise brand gene injected with strong responsibility, in this thrilling fight disease, Chinese enterprises' social responsibility connotation is happening time of transformation and upgrade, more enterprising spirit and more positive consciousness of" enterprise citizen "has been on the rise, China's corporate social responsibility behavior has been upgraded from "passive response" to "conscious citizenship". On the basis of clear corporate citizenship positioning, corporate social responsibility, stakeholder management and corporate sustainable development are more firmly and efficiently integrated. The connotation of social responsibility of Chinese enterprises shows distinct characteristics of The Times in promoting the coordination between government and enterprise, leading the growth of value, providing professional support, building a responsible ecology, paying attention to responsible brands and so on. CSR is not only a necessary cost for the development of enterprises, but also a new driving force for the generation upgrading of enterprises. (Liu Xiaoqing, 2017)

The highest level of team spirit is that all members have centripetal force and cohesion, which reflects the unity of individual interests and overall interests, and thus ensures the efficient operation of the organization. This is the core role of organizational citizenship behavior of employees. As early as 1982, Professor Organ pointed out that in an organization, it is difficult for a single one-time organizational citizenship behavior to have a significant impact on organizational performance, and only the accumulation of individual organizational citizenship behaviors over time or the accumulation of multiple organizational citizenship behaviors can contribute to the improvement of overall organizational performance. That is to say, a single employee or a single organizational citizenship behavior has limited contribution to the improvement of group performance. Only the accumulation of multiple organizational citizenship behaviors of multiple members can play a significant role in the improvement of organizational performance, and such accumulation is similar to group citizenship behavior. Group citizenship behavior is formed on the basis of individual organizational citizenship behavior of many employees (Zhang jiadong,2011).

## **2.5 Advertising Industry**

Advertising, that is, wide and informative. Advertising is a publicity means to convey information to the public openly and widely through certain forms of media for certain specific needs. Advertising can be divided into broad sense and narrow sense. Broad sense advertising includes non-economic advertising and economic advertising. Non-economic advertising refers to the advertising not for profit purposes, also known as effect advertising, such as government administrative departments, social institutions and individuals of various announcements, notices, statements, the main purpose is to promote; Narrow sense advertising only refers to economic advertising, also known as commercial advertising, refers to the purpose of profit advertising, usually is an important means of communication information between commodity producers, operators and consumers, or enterprises occupy the market, promote products, provide an important form of labor, the main purpose is to expand economic benefits.

The word advertising, according to textual evidence, is a loanword. It first comes from the Latin *advertere*, meaning to notice, to induce, to spread. In Middle English (about

1300-1475 AD), it evolved to Advertise, which evolved to mean "to bring something to someone's attention" or "to inform someone of something in order to bring it to someone's attention." It was not until the end of the 17th century that large-scale commercial activity began in England. According to the analysis of the 2008 in-depth research report on China's advertising market released by Primus Market Research Center, the word advertising has been widely popular and used. At this time, "advertising" no longer refers to an advertisement, but refers to a series of advertising activities. The noun Advertise, the concept of static thing, is endowed with modern meaning and transformed into "Advertising". The word advertising in kanji comes from Japan (Lu shanbing,2005).

1. The advertising industry is classified by business content: comprehensive agency advertising companies, marketing planning advertising companies, management consulting advertising companies, market research advertising companies, creative design advertising companies, film and television advertising companies;

Newspaper advertising agency advertising company, network advertising agency advertising company, outdoor advertising agency, media and entertainment advertising company, exhibition and display advertising company.

2. According to the order of industry, there are advertising material industry, sign making industry, media advertising industry, printing and packaging industry.

3. Advertising is a broad industry. Advertising company's business scope, that is, graphic design, 3D design, landscape design, environmental design, architectural design, printing, spray painting, engraving, advertising light box and all kinds of advertising needs of light production;

All kinds of media (outdoor Optimus prime, roadside advertising light box, TV media, radio media, newspaper media, network media release and design) acrylic plastic word, carved word, crystal word, titanium iron sheet word;

(1) Corporate picture album, color page printing, self-adhesive, color business card;

(2) neon lighting, LED electronic display screen, electronic light box;

(3) Outdoor spray painting, photo display boards, posters hanging flags;

(4) Banner display frame, banner and car body wall advertising belong to the advertising industry in the category involved (Lu shanbing,2005).

## 2.6 Relevant paper research

Based on the principles and research methods of Brand identification communication, this paper uses semiotics to study the symbolized expression of Brand identification in Brand identification communication. Taking Wuliangye as an example, this paper analyzes the main manifestation of the lack of symbolization in Brand identification communication of Wuliangye. This paper discusses the construction method of symbolized Brand identification system: refining brand visual elements, building symbolized Brand identification vision; The concrete Brand identification spirit builds the symbolic image of Brand identification; Strengthen brand association and build brand symbolized memory; Shape the characteristic of brand individuation and build the character of Brand identification symbolization. It is expected to provide suggestions for enterprises with corresponding problems in Brand identification communication (Fan Xiucheng, 2002).

**Objective** To study the application, value and effect of Brand identification design in brand communication. **Methods** The brand image design and research of Wuliangye Spring, summer, autumn and winter sub-brand were carried out from the aspects of visual image system, advertising, packaging, multimedia and terminal display design. **Results** The design of Brand identification system can enhance the brand sensory experience from multiple brand contact points, which is helpful to the development of brand communication industry and improve the work enthusiasm of employees. **Conclusion** In Brand identification design, the important strategies and effective ways of brand communication are of great significance to brand communication and promotion, and have practical significance to build and spread self-owned brand (Gao Lin, 2002).

Nowadays, with the deepening of the market economy, the importance of brand for the survival and development of enterprises has been known to all. Brand strategy has become a magic weapon for many well-known enterprises to remain invincible in the market competition. Brand culture is one of the core issues of establishing enterprise image and enhancing enterprise competitiveness. Brand is the identity of the enterprise that owns it, which is different from other enterprises. It is not only the corporate image identification, but essentially represents the consistent commitment of the seller to the product features, benefits and services delivered to the buyer. Brand is the guarantee of quality, quality service, is the crystallization of corporate culture, is a symbol of the

enterprise. In addition to the attributes, interests and values, the brand mainly represents the pursuit of corporate culture. Corporate culture gives the brand fresh vitality and the invisible tension that belongs to me. Behind any well-known brand is its corporate culture. Once the brand is generated in the superior corporate culture atmosphere, it can shine. Therefore, this paper discusses the importance of brand in the development of industrial enterprises through the elaboration of the basic meaning of brand, and analyzes the importance of competition in industrial enterprises (Fan Xiucheng, 2003).



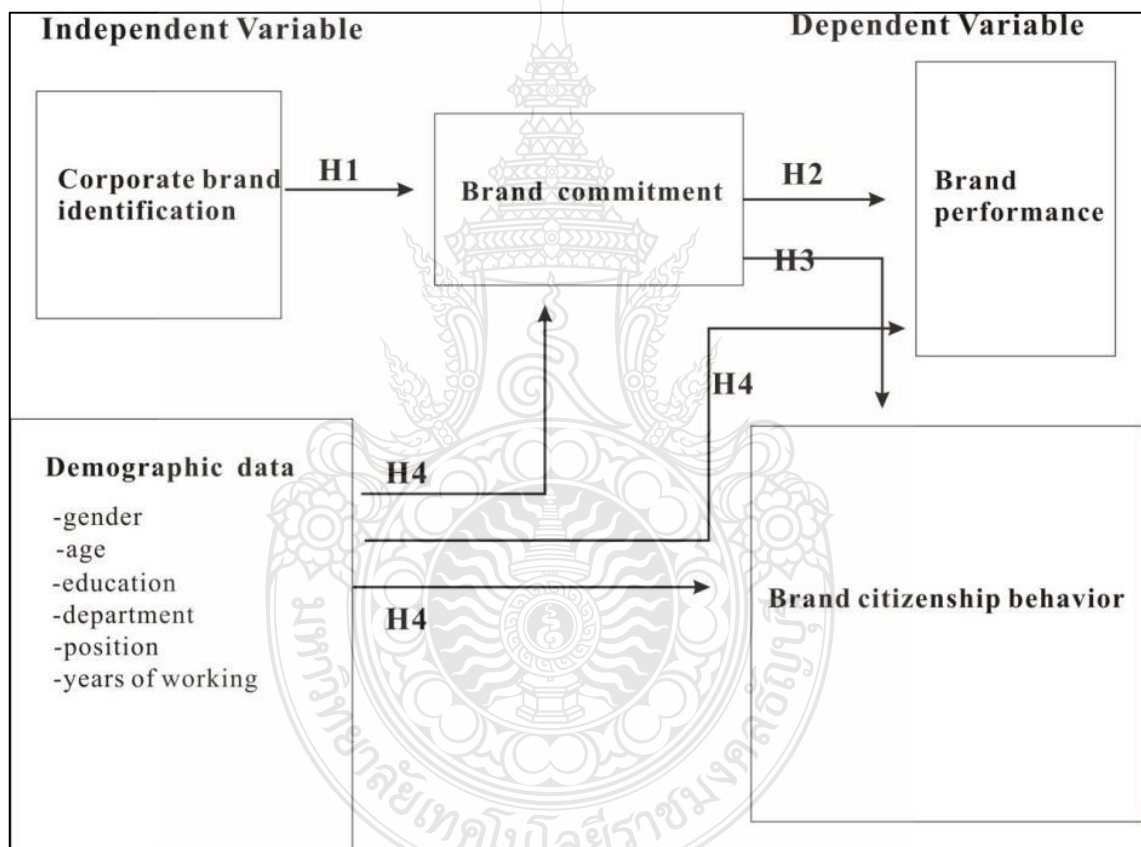
## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction to research methods

This study focuses on the impact of corporate brand identification on brand commitment, brand performance and brand citizenship behavior in the advertising industry

#### Conceptual framework:



#### 3.2 Research Hypothesis

- H1. Corporate brand identification has a significant effect on brand commitment.
- H2. Brand commitment has a significant effect on brand performance.
- H3. Brand commitment has a significant effect on brand citizenship behavior.

H4. There are significant differences in brand commitment, brand performance, and brand citizenship behavior according to demographics.

### **3.3 Research field**

In this study, the researchers chose to study corporate personnel in the Chinese advertising industry. Both the population and the sample were selected from the total number of company personnel in the advertising industry in Jiangxi, China. In addition, the Nanchang area of Jiangxi Province in China is a key area for data collection.

### **3.4 Population and sample size**

The purpose of this study is to focus on the company personnel of China's advertising industry. The target group is the staff manager, director assistant and group leader of the company, including the staff working in Zhongcan Interactive Technology Co., LTD., Jiangxi Qiande Culture Communication Co., LTD., Jiangxi Stream Culture Media Co., LTD. Therefore, the sample has been determined by the . The total population is 1500 people working in Zhongcan Interactive Technology Co., Ltd. and Jiangxi Qiande Culture Communication Co., Ltd. and Jiangxi Brook Culture Media Co., LTD. The calculated sample size is 306 people.

### **3.5 Determination of sample size**

In the article Small Sample Technology, the National Department of Education Research and Development published a formula to determine the size of the sample

$$s = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)},$$

$$S=306$$

### **3.6 Sampling Method**

Since the estimated 306 samples came from different positions in advertising companies, including people working in Zhongcan Interactive Technology Co., LTD.,

Jiangxi Qiande Culture Communication Co., LTD., and Jiangxi Xiayi Culture Media Co., LTD., the researchers chose Purposive sampling sampling as the sampling method.

### **3.7 Research Instruments**

The questionnaire is divided into five parts. The first part includes a project to measure corporate Brand identification issues for advertising industry personnel. In this section, respondents are asked about their corporate Brand identification. The attribute list of enterprise brand identification is put forward. Respondents were asked to rate all of their questions on a 5-point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. Questions related to corporate Brand identification are asked in this section.

The second section consists of items that measure how strongly respondents agree with a given statement. Respondents were shown a list of brand commitment attributes. Stating that attributes indicate the degree of agreement on each question indicates that respondents were asked to rate their degree of agreement on a 5-point Likert scale, including 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

The third section consists of items that measure respondents' agreement with a given statement. Respondents were shown a list of brand performance attributes. Stating that attributes indicate the degree of agreement on each question indicates that respondents were asked to rate their degree of agreement on a 5-point Likert scale, including 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

The fourth section consists of items that measure respondents' agreement with a given statement. Respondents were shown a list of attributes of brand citizenship behavior. Stating that attributes indicate the degree of agreement on each question indicates that respondents were asked to rate their degree of agreement on a 5-point Likert scale, including 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

In the last part, 306 respondents were asked to provide gender, age, education level, department, job location, monthly income and other information



### **3.8 Data Collection**

#### **3.8.1 Main Data Collection**

Due to the primary level of data, researchers used questionnaires as a research tool for data collection. There are questionnaires distributed, online and offline surveys. All questionnaires were used to ask the staff of advertising companies, including those working in Zhongcan Interactive Technology Co., LTD., Jiangxi Qiande Culture Communication Co., LTD., Jiangxi Brook Culture Media Co., LTD. The questionnaire was divided into four parts, including corporate Brand identification, brand performance, brand commitment and brand citizenship behavior. Personal information of interviewees.

#### **3.8.2 Secondary Data collection**

Due to the existence of secondary data, the researchers collected periodicals, documents, magazines, Internet and other sources related to the research on the impact of Brand identification on brand commitment, brand performance and brand citizenship behavior in the study to support some missing points. This is an important concept because other people have some data for other purposes that will help achieve these integrals. Secondary data sources include university libraries, online resources (ProQuest), government websites, and the Japanese car company Jane

Web site, etc. In addition, secondary data will also help in quantitative analysis.

### **3.9 Data processing and analysis**

Descriptive statistical methods were used to assess the demographic information of respondents. Measures of concentration propensity were used to analyze the demographic information of the respondent and to evaluate the questions listed in the demographic of the respondent in the original data.

Multiple regression analysis was conducted to analyze the relationship and effectiveness among the variables of corporate Brand identification, brand commitment, brand performance, brand citizenship behavior and interviewees' personal information.

## CHAPTER 4

### RESEARCH RESULT

#### 4.1 Study Design

Chapter 4 presents the results of a statistical analysis of the research questions and hypotheses and the collection of data from 306 respondents. The results are organized into four sections, including (a) a statistical analysis of a five-part questionnaire covering demographics, corporate Brand identification, brand commitment, brand performance, and brand citizenship behavior. (b) A statistical analysis that answers the research questions and hypotheses, and (d) a summary.

##### 4.1.2 Quantitative data analysis

##### 4.1.3 Demographic characteristics of respondents

###### Age

Age is divided into four ranges, including Range 1 (under 20), Range 2 (20-30), Range 3 (30-40), Range 4 (41 +). Table 4.1 shows the frequency distribution by age

Demographic background of respondents by age

**Table 4.1** Show the Demographic Background of respondents by Age

Age	Results of frequency analysis	
	Frequency	Percentage
Under 20 years old	92	30.07
Age 20-30	147	48.04
30-40 years old	54	17.65
Age 41 +	13	4.25
<b>Total</b>	<b>306</b>	<b>100.0</b>

The results of Table 4.1 show that the age of respondents is 48.04% in the 20-30 age group, followed by 30.07% below 20, 17.65% in the 30-40 age group and 4.25% above 41 years old.

Demographic background of respondents broken down by gender

The respondents to this questionnaire are 306 people who have been working in advertising agencies. They are supporters of the questionnaire, as shown in Table 4.2

**Table 4.2** Shows the Frequency Distribution of Who Participated in the Questionnaire gender

Frequency analysis results			
Name	Options	Frequency	Percentage (%)
gender	female	167	54.58
	Male	139	45.42
<b>Total</b>		<b>306</b>	<b>100.0</b>

As can be seen from the table above: In terms of gender, there are a relatively large number of "women" in the sample, accounting for 54.58%. In addition, from the perspective of gender, there are relatively more "women" in the sample, accounting for 54.58%. The male sample accounted for 45.42%.

Demographic background of respondents by educational background

The educational background is divided into 3 ranges, including Range 1 (bachelor degree or less), Range 2 (bachelor degree), and Range 3 (master degree research). Table 4.3 shows the frequency distribution of the 306 people who participated in the questionnaire according to their educational background.

**Table 4.3** shows the frequency distribution of who participated in the questionnaire education

Results of frequency analysis			
Name	Options	Frequency	Percentage (%)
education	Undergraduate	184	60.13
	Bachelor's degree or less	95	31.05
	Master's degree/graduate student	27	8.82
<b>Total</b>		<b>306</b>	<b>100.0</b>

From the table above: 60.13% for "undergraduate". While 31.05% of the sample had a bachelor's degree or below. The proportion of "undergraduate" students was 60.13 percent. While 31.05 percent of the sample had a bachelor's degree or below.

Demographic background of respondents by sector

There were 306 respondents and 7 job frequency distributions were (supervisor, assistant, employee, store manager, director, group leader, manager)

Table 4.4 shows the Demographic background of respondents by jobs

<b>Results of frequency analysis</b>			
<b>Name</b>	<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
jobs	Supervisor	5	1.63
	Assistant	30	9.80
	Staff	194	63.40
	Store manager	2	0.65
	Director	13	4.25
	Group Leader	55	17.97
	Manager	7	2.29
	<b>Total</b>	<b>306</b>	<b>100.0</b>

As can be seen from the above table, most of the samples are "employees", with a total of 194.0, accounting for 63.40%.

Demographic background of respondents by job income

There were 306 respondents whose salaries were filled in by the respondents themselves as fill-in-the-blank questions

**Table 4.5** Shows Demographic Background of Respondents by Job Income

<b>Frequency analysis results</b>			
<b>Name</b>	<b>Wage item</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Monthly income (n = 303)	1500.0	1	0.33
	3000.0	164	54.13
	3500.0	21	6.93
	4000.0	8	2.64
	4500.0	7	2.31
	5000.0	39	12.87
	5500.0	7	2.31
	6000.0	30	9.90
	8000.0	9	2.97
	10000.0	7	2.31
	12000.0	3	0.99
	12800.0	1	0.33
	15000.0	2	0.66
	20000.0	4	1.32
<b>Total</b>		<b>306</b>	<b>100.0</b>

As can be seen from the above table, the majority of samples are "3000 yuan", a total of 164.0, accounting for 54.13%.

## **4.2 Defined Corporate Brand Identification**

4.2.1 The researchers defined corporate brand identification as follows :(I like working for our brand; I am a person who is happy to belong to our brand; I like to be a member of our brand) The degree of importance respondents attach to each factor they think is important is as follows:

### Width of class interval

4.21 -- 5.00 Strongly agree

3.41 -- 4.20 Agree

2.61 -- 3.40 Quite agree

1.81 -- 2.60 Disagree

1.00 -- 1.80 Strongly disagree

**Table 4.6** Shows Descriptive Statistics of Corporate Brand Identification

<b>Descriptive statistics</b>	<b>SD</b>	<b>The mean</b>	<b>Relative degree</b>
I love working for our brand	0.073	3.499	agree
I am someone who is happy to belong to our brand	0.074	3.524	agree
I love being a part of our brand	0.073	3.849	agree
I'm glad I chose to work for our brand instead of another brand	0.074	3.792	agree
As a workplace, I have a warm feeling about our brand	0.069	4.005	agree
I have positive feelings about brands that belong to us	0.068	4.101	agree
I'm happy to belong to our brand	0.067	4.128	agree

**Table 4.6** Shows Descriptive Statistics of Corporate Brand Identification (Cont.)

<b>Descriptive statistics</b>	<b>SD</b>	<b>The mean</b>	<b>Relative degree</b>
As an employee, I pride myself on being part of our brand	0.073	4.003	agree
Being an employee who belongs to our brand means having a lot to be proud of	0.074	3.955	agree
Being an employee of our brand means enjoying a lot of respect	0.068	4.064	agree
As an employee, I value brands that belong to us	0.072	3.951	agree
It's good for me as an employee to have a sense of belonging our brand	0.068	3.889	agree
As employees, it is advantageous to have a sense of belonging to our brand, not to someone else's brand	0.071	3.913	agree

From table 4.6 Corporate Brand Identification It can be seen from the above table that there is validity of corporate brand identification: the average value is between 3.41 and 4.20 (the validity is well reflected from the side).

4.2.2 The researchers defined brand commitment as follows: (I really feel that the problems of this brand are my own problems. In our brand, I feel like I am a "member of the family" and I have an "emotional attachment" to our brand) The degree of importance respondents attach to each factor they think is important is as follows

**Width of class interval**

- 4.21 -- 5.00 Strongly agree
- 3.41 -- 4.20 Agree
- 2.61 -- 3.40 Quite agree
- 1.81 -- 2.60 Disagree
- 1.00 -- 1.80 Strongly disagree

**Table 4.7** Shows Descriptive Statistics of Brand Commitment

<b>Descriptive Statistics</b>	<b>SD</b>	<b>Mean</b>	<b>Relative degree</b>
I really feel like the brand's problems are my problems	0.072	3.733	agree
I feel like 'part of the family' in our brand	0.067	3.785	agree
I have an 'emotional attachment' to our brand	0.069	4.031	agree
Our brand means a lot to me personally	0.071	3.933	agree



**Table 4.7** Shows Descriptive Statistics of Brand Commitment (Cont.)

<b>Descriptive Statistics</b>	<b>SD</b>	<b>Mean</b>	<b>Relative degree</b>
I have a strong sense of belonging to our brand	0.068	3.969	agree

From table 4.7 Brand Commitment It can be seen from the above table that brand commitment has validity: the mean values are all between 3.41 and 4.20 (the validity is well reflected from the side).

4.2.3 The researchers defined brand performance as: (I can perform my job duties well, my work quality meets the company's brand standards, and I convey the company's brand commitment to customers) The degree to which respondents attach importance to each factor they consider important is as follows:

**Width of class interval**

- 4.21 -- 5.00 Strongly agree
- 3.41 -- 4.20 Agree
- 2.61 -- 3.40 Quite agree
- 1.81 -- 2.60 Disagree
- 1.00 -- 1.80 Strongly disagree

**Table 4.8** Shows Descriptive Statistics of Brand Performance

<b>Descriptive Statistics</b>	<b>SD</b>	<b>The mean</b>	<b>Relative Degree</b>
I perform my duties well	0.072	3.998	agree
The quality of my work meets the company's brand standards	0.070	4.072	agree

**Table 4.8** Shows Descriptive Statistics of Brand Performance (Cont.)

<b>Descriptive Statistics</b>	<b>SD</b>	<b>The mean</b>	<b>Relative Degree</b>
I convey the promise of the company brand to clients	0.070	4.075	agree
I can always provide the required level of service to a client's specific request	0.071	3.779	agree

From Table 4.8 Brand Performance It can be seen from the above table that there is validity in brand performance: the mean value is between 3.41 and 4.20 (which reflects good validity from the side).

4.2.4 The researcher defines brand citizenship behavior as follows: (The behavior I have shown is consistent with the company's brand commitment. I am always interested in learning about the company brand and what it means in my position. I consider the impact on the company brand before communicating or taking action.) The importance respondents place on each factor they consider important is as follows:

**Width of class interval**

- 4.21 -- 5.00 Strongly agree
- 3.41 -- 4.20 Agree
- 2.61 -- 3.40 Quite agree
- 1.81 -- 2.60 Disagree
- 1.00 -- 1.80 Strongly disagree

**Table 4.9** Shows Descriptive Statistics of brand Citizenship Behavior

<b>Descriptive statistics</b>	<b>SD</b>	<b>The mean</b>	<b>The Relative Degree of</b>
The behavior I'm demonstrating is consistent with the company's brand commitment.	0.075	3.673	agree
I'm always interested in learning about the brand of the company and what it means in my role.	0.073	3.960	agree
I will consider the impact on the company brand before communicating or taking action.	0.071	3.949	agree
If given the opportunity, I would pass on my knowledge of the company brand to new employees.	0.069	3.901	agree
I show extra initiative to ensure that my actions are consistent with the company's brand commitments.	0.073	3.846	agree
If necessary, I will take responsibility for work outside my job description.	0.074	3.942	agree

From Table 4.9 Brand Citizenship Behavior It can be seen from the above table that brand citizenship behavior has validity: the average value is between 3.41 and 4.20 (which reflects good validity from the side).

### 4.3 Hypothesis Testing

H<sub>1</sub>: Corporate Brand identification has a significant impact on brand commitment.

H<sub>0</sub>: Corporate Brand identification has no significant effect on brand commitment.

H<sub>1</sub>: Corporate Brand identification has a significant impact on brand commitment.

**Table 4.10** Shows the linear Regression Analysis

Results of linear regression analysis (n=306)						
What operations must be performed for the de-normalized coefficient	B	Standard error of	Normalized Beta	T	P	2 VIF is based is based on 2 <sup>+</sup>
constant	0.431	0.149	-	2.892	0.004 **	-
Corporate brand identification	0.887	0.039	0.795	22.825	0.000 **	1.000
<i>R</i> <sup>2</sup>				0.632		
Adjust <i>R</i> <sup>2</sup>				0.630		
<i>F</i>				F (1304) = 520.969, p = 0.000)		
The value of dw				1.777		

Dependent variable: Brand commitment

\* p<0.05 \*\* p<0.01

Regression analysis was used to study the influence relationship of X (quantitative or classification) on Y(quantitative), whether there is influence relationship, influence direction and influence degree;

As can be seen from the above table, the linear regression analysis is carried out with the enterprise Brand identification as the independent variable and brand commitment as the dependent variable. As can be seen from the table, the formula of the model is: brand

commitment = 0.431 + 0.887\* Enterprise Brand identification, and the R-square value of the model is 0.632, which means that the enterprise Brand identification can explain 63.2% of the change of brand commitment. When F test is conducted on the model, it is found that the model passes the F test (F=520.969, p=0.000<0.05), which means that the enterprise Brand identification will definitely have an impact on brand commitment. The final detailed analysis can be seen as follows: The regression coefficient value of corporate Brand identification is 0.887 (t=22.825, p=0.000<0.01), which means that corporate Brand identification has a significant impact on brand commitment. The summary analysis shows that all corporate brand identification has a significant impact on brand commitment.

H<sub>2</sub>: Brand commitment has a significant impact on brand performance.

H<sub>0</sub>: Brand commitment has no significant effect on brand performance.

H<sub>1</sub>: Brand commitment has a significant impact on brand performance.

**Table 4.11** Shows the linear Regression Analysis

<b>Results of linear regression analysis (n=306)</b>						
	<b>What operations must be performed for the de-normalized coefficient</b>		<b>Normalized coefficients</b>	<b>T</b>	<b>P</b>	<b>2 VIF is based is based on 2</b>
	<b>B</b>	<b>Standard error of</b>	<b>Beta</b>			<b>+</b>
constant	0.288	0.111	-	2.588	0.010 *	-
Brand commitment	0.940	0.029	0.882	32.590	0.000 **	1.000
R <sup>2</sup>			0.777			
Adjust R <sup>2</sup>			0.777			
F			F (1304) = 1062.115, p = 0.000)			
D-W values			2.070			

Dependent variable: brand performance

\* p<0.05 \*\* p<0.01

As can be seen from the table above, the linear regression analysis is carried out with brand commitment as the independent variable and brand performance as the dependent variable. As can be seen from the above table, the formula of the model is: brand performance = 0.288 + 0.940\* brand commitment, and the value of model R squared is 0.777, which means that brand commitment can explain 77.7% of brand performance changes. In the F-test of the model, it is found that the model passes the F-test (F=1062.115, p=0.000<0.05), which means that brand commitment will definitely have an impact on brand performance. The final detailed analysis shows that: The regression coefficient value of brand commitment is 0.940(t=32.590, p=0.000<0.01), indicating that brand commitment has a significant impact on brand performance. The comprehensive analysis shows that all brand commitments have significant influence on brand performance.

H3. Brand commitment has a significant impact on brand citizenship behavior.

H0. Brand commitment has no significant effect on brand citizenship behavior.

H1. Brand commitment has a significant effect on brand citizenship behavior

**Table 4.12** Shows the linear Regression Analysis

Results of linear regression analysis (n=306)							
	What operations must be performed for the de-normalized coefficient		Normalized coefficients	T	P	2 VIF is based is based on 2 +	
	B	Standard error of	Beta				
constant	0.676	0.134	-	5.046	0.000 **	-	-
Brand commitment	0.816	0.035	0.803	23.523	0.000 **	1.000	
R <sup>2</sup>				0.645			
Adjust R <sup>2</sup>				0.644			
F				F (1304) = 553.345, p = 0.000)			
D-W value				1.945			

Dependent variable: brand citizenship behavior

\* p<0.05 \*\* p<0.01

As can be seen from the above table, the linear regression analysis is conducted with brand commitment as the independent variable and brand citizenship behavior as the dependent variable. As can be seen from the above table, the formula of the model is: brand citizenship behavior = 0.676 + 0.816\* brand commitment, and the R-square value of the model is 0.645, which means that brand commitment can explain 64.5% of the change of brand citizenship behavior. When F test is conducted on the model, it is found that the model passes the F test (F=553.345, p=0.000<0.05), which means that brand commitment will definitely have an impact on brand citizenship behavior. The final detailed analysis shows that: The regression coefficient of brand commitment is 0.816 (t=23.523, p=0.000<0.01), indicating that brand commitment has a significant impact on brand citizenship behavior. The comprehensive analysis shows that brand commitment has a significant influence on brand citizenship behavior.

#### 4.4 Hypothesis

H4. Based on demographics, there are significant differences in brand commitment, brand performance, and brand citizenship behavior

H1: There are significant differences in brand commitment, brand performance, and brand citizenship behavior based on gender.

H0: There are no significant differences in brand commitment, brand performance and brand citizenship behavior based on gender.

H1: There are significant differences in brand commitment, brand performance and brand citizenship behavior based on gender.

**Table 4.13** Shows the t-test analysis results

	<b>t test analysis results</b>		<b>T</b>	<b>P</b>
	<b>Gender (mean ± SD)</b>			
	<b>Women (n = 167)</b>	<b>Male (n=139)</b>		
Brand citizenship behavior	3.68 +/- 0.86	3.84 +/- 0.88	1.621	0.106
Brand commitment	3.69 +/- 0.83	3.83 +/- 0.89	1.392	0.165
Brand performance	3.80 +/- 0.87	3.85 +/- 0.93	0.514	0.608

\* p<0.05 \*\* p<0.01

As can be seen from the above table, t test (independent sample t test) is used to study the differences of gender on brand citizenship behavior, brand commitment and brand performance. It can be seen from the above table: Samples of different genders have no significant effect on brand citizenship behavior, brand commitment, and brand performance ( $p > 0.05$ ), which means that samples of different genders show consistency on brand citizenship behavior, brand commitment, and brand performance without difference.

It can be concluded that samples of different genders do not show significant differences in brand citizenship behavior, brand commitment and brand performance. The results of hypothesis testing also show that there is no difference in brand commitment, brand performance and brand citizenship behavior ( $p > 0.05$ ), which clearly indicates that the null hypothesis ( $H_0$ ) is supported, so the alternative hypothesis ( $H_1$  Rejected: there is no gender difference in brand commitment, brand performance and brand citizenship behavior).

4.4.1 Hypothesis H4. Based on demographics, there are significant differences in brand commitment, brand performance, and brand citizenship behavior

H4.2: There are significant differences in brand commitment, brand performance, and brand citizenship behavior based on age.

$H_0$ : There are no differences in brand commitment, brand performance and brand citizenship behavior based on age.

$H_1$ : There are significant differences in brand commitment, brand performance and brand citizenship behavior based on age.

**Table 4.14** Shows the single-factor analysis of variance

Results of analysis of variance						
Age (mean $\pm$ standard deviation)						
	More than 41 (n = 13)	Age 30-40 (n=54)	Age 20-30 years old (n=147)	Under 20 years old (n=92)	F	P
Brand performance	3.63 +/- 1.02	3.99 +/- 0.88	4.01 +/- 0.93	3.46 +/- 0.71	8.473	0.000 **



**Table 4.14** Shows the single-factor analysis of variance (Cont.)

<b>Results of analysis of variance</b>						
	<b>Age (mean ± standard deviation)</b>				<b>F</b>	<b>P</b>
	<b>More than 41 (n = 13)</b>	<b>Age 30-40 (n=54)</b>	<b>Age 20-30 years old (n=147)</b>	<b>Under 20 years old (n=92)</b>		
Brand Commitment	3.61 +/- 1.01	3.91 +/- 0.89	3.96 +/- 0.83	3.35 +/- 0.71	11.381	0.000 * *
Brand citizenship behavior	3.71 +/- 0.94	3.80 +/- 0.89	3.95 +/- 0.90		8.384	0.000 * *

\* p<0.05 \*\* p<0.01

As can be seen from the above table, analysis of variance (single-factor analysis of variance) is used to study the differences of age on brand performance, brand commitment and brand citizenship behavior. As can be seen from the above table: Samples of different ages have significant effects on brand performance, brand commitment and brand citizenship behavior ( $p < 0.05$ ), which means that samples of different ages have differences in brand performance, brand commitment and brand citizenship behavior. The specific analysis shows that: Age has a 0.01 level of significance for brand performance ( $F=8.473$ ,  $p=0.000$ ), and the specific comparison difference shows that the group average score with a significant difference is "age 20-30 years old > under 20 years old; Age 30-40 > below 20 years old" showed 0.01 level of significance for brand commitment ( $F=11.381$ ,  $p=0.000$ ), and the specific comparison difference showed that the group with a more obvious difference in average score comparison result was "age 20-30 > below 20 years old; Age 30-40 > below 20 years old" Age has a 0.01 level of significance for brand citizenship behavior ( $F=8.384$ ,  $p=0.000$ ), and the specific comparison difference shows that the average score of the group with a significant difference is "age 20-30 > under 20 years old; Age 30-40 > below 20 years old", it can be concluded that samples of different ages show significant differences in brand performance, brand commitment and brand citizenship behavior. The results of hypothesis testing also show that there are significant differences in brand commitment, brand performance and brand citizenship behavior ( $p < 0.05$ ), which clearly

indicates that the original hypothesis (H<sub>0</sub>) is rejected, so the alternative hypothesis (H<sub>1</sub>)  
Supported: Brand commitment, brand performance, and brand citizenship behavior differ significantly by age.

4.4.2 Hypothesis H4. Based on demographics, there are significant differences in brand commitment, brand performance, and brand citizenship behavior

H4.3: There are significant differences in brand commitment, brand performance, and brand citizenship behavior based on education.

H<sub>0</sub>: There are no significant differences in brand commitment, brand performance and brand citizenship behavior based on education.

H<sub>1</sub>: There are significant differences in brand commitment, brand performance and brand citizenship behavior based on education.

**Table 4.15** Shows the one-way analysis of variance

<b>Analysis of Variance results</b>					
<b>Education (mean ± standard deviation)</b>					
	<b>A master's degree/postgraduate (n = 27)</b>	<b>Undergraduate degree (n=184)</b>	<b>Bachelor degree or less (n=95)</b>	<b>F</b>	<b>P</b>
Brand performance	4.06 +/- 0.97	3.70 +/- 0.91	3.99 +/- 0.82	4.365	0.014 *
Brand Commitment	3.90 +/- 0.92	3.64 +/- 0.87	3.93 +/- 0.77	3.976	0.020 *
Brand citizenship behavior	3.93 +/- 0.96	3.66 +/- 0.91	3.87 +/- 0.75	2.600	0.076

\* p<0.05 \*\* p<0.01

As can be seen from the above table, analysis of variance (full name: one-way analysis of variance) is used to study the differences of education on brand performance, brand commitment and brand citizenship behavior. As can be seen from the above table: Different education samples have no significant effect on one item of brand citizenship

behavior ( $p > 0.05$ ), which means that different education samples show consistency on all brand citizenship behaviors without difference. In addition, education samples have two significant effects on brand performance and brand commitment ( $p < 0.05$ ), which means that different education samples have different effects on brand performance and brand commitment. The specific analysis shows that: Education has a 0.05 level of significance for brand performance ( $F=4.365$ ,  $p=0.014$ ). As for the specific comparison difference, it can be seen that the average score of the group with a relatively obvious difference is "bachelor degree > bachelor degree". For brand commitment, education presents a 0.05 level of significance ( $F=3.976$ ,  $p=0.020$ ), and the specific comparison difference shows that the group average score comparison result with a relatively obvious difference is "bachelor degree > bachelor degree". It can be concluded that different education samples do not show significant differences in one item of brand citizenship behavior; in addition, education samples show significant differences in two items of brand commitment and brand performance. The results of hypothesis testing also show that there are significant differences in brand commitment and brand performance ( $p < 0.05$ ), which clearly indicates that the original hypothesis ( $H_0$ ) is rejected, so the alternative hypothesis ( $H_1$ ) are supported: brand commitment and brand performance have significant differences in education. However, brand citizenship behavior ( $p > 0.05$ ) clearly indicates that the original hypothesis ( $H_1$ ) is rejected, so the alternative hypothesis ( $H_0$ ) is supported: there is no significant educational difference in brand citizenship behavior.

4.4.3 Hypothesis H4. Based on demographics, there are significant differences in brand commitment, brand performance, and brand citizenship behavior

H4.4: There are significant differences in brand commitment, brand performance, and brand citizenship behavior based on the department.

$H_0$  According to the department, brand commitment, brand performance and brand citizenship behavior are not different.

$H_1$ : According to the department of the recipient, brand commitment, brand performance and brand citizenship behavior will show significant differences.

**Table 4.16** Shows the single-factor analysis of variance

		Analysis of Variance results								
		Your department (mean ± SD)								
		Creative department (n = 81)	Media Department (n=46)	Logistics Department (n=2)	Customer Department (n=76)	Market Research Department (n=28)	Finance Department (n=2)	Marketing Department (n=71)	F	P
Brand		3.74 + /	4.10 + /	2.60 + /	3.64 + /	4.28 + /	3.00 + /	3.82 + /	3.636	0.002 *
performance		- 0.93	- 0.78	- 0.00	- 0.80	- 1.07	- 0.00	- 0.87		
Brand		3.69 + /	3.98 + /	3.00 + /	3.56 + /	4.42 + /	3.00 + /	3.67 + /	5.114	0.000 *
Commitment		- 0.82	- 0.88	- 0.00	- 0.82	- 0.83	- 0.00	- 0.80		
Brand		3.65 + /	3.99 + /	2.66 + /	3.59 + /	4.46 + /	3.00 + /	3.65 + /	5.678	0.000 *
citizenship behavior		- 0.83	- 0.89	- 0.00	- 0.82	- 0.83	- 0.00	- 0.83		

\* p<0.05 \*\* p<0.01

As can be seen from the above table, analysis of variance (single-factor analysis of variance) is used to study your department's differences in brand performance, brand commitment and brand citizenship behavior. As can be seen from the above table: Samples from different departments show significant effects on brand performance, brand commitment and brand citizenship behavior ( $p < 0.05$ ), which means that samples from different departments have differences in brand performance, brand commitment and brand citizenship behavior. The specific analysis shows that: The brand performance of your department shows 0.01 level of significance ( $F=3.636$ ,  $p=0.002$ ), and the specific comparison difference. It can be seen that the average score of the group with a relatively obvious difference is "media department > Creative department; Market Research Department > Creative Department; Media Department > Logistics Department; Media Department > Customer Department; Market Research Department > Customer; Market Research Department > Customer Department; Market Research Department > Finance Department;" Your department shows 0.01 level of significance for brand commitment ( $F=5.114$ ,  $p=0.000$ ), and the specific comparison difference. It can be seen that the average score of the group with a significant difference is" Market Research Department > Creative Department; Media Department > Customer Department; Market Research Department > Media Department; Media Department > Marketing Department; Market Research Department > Logistics Department; Market Research Department > Customer Department; Market Research Department > Finance Department; Your department shows 0.01 level of significance for brand citizenship behavior ( $F=5.678$ ,  $p=0.000$ ), as well as the specific comparison difference. It can be seen that the average score of the group with a significant difference is "Media Department > Creative Department; Market Research Department > Creative Department; Media Department > Logistics Department; Media Department > Customer Department; Market Research Department > Media Department; Media Department > Marketing Department; Market Research Department > Customer; Market Research Department > Customer Department; Market Research Department > Finance Department; In conclusion, different samples of your department show significant differences in brand performance, brand commitment and brand citizenship behavior. The results of hypothesis testing also show that there are significant differences in brand commitment, brand performance and brand citizenship behavior ( $p < 0.05$ ), which clearly

indicates that the original hypothesis (H<sub>0</sub>) is rejected, so the alternative hypothesis (H<sub>1</sub>) Supported: Brand commitment, brand performance and brand citizenship behavior differ significantly across sectors.

4.4.4: Hypothesis H4. Based on demographics, there are significant differences in brand commitment, brand performance, and brand citizenship behavior by department.

H4.5: There are significant differences in department-based brand commitment, brand performance, and brand citizenship behavior.

H0 According to the department, brand commitment, brand performance and brand citizenship behavior do not show significant differences.

H1: Department-based brand commitment, brand performance and brand citizenship behavior show significant differences.

**Table 4.17** Shows the single-factor analysis of variance

<b>Analysis of Variance results</b>									
<b>Working position (mean ± standard deviation)</b>									
	<b>Director (n = 5)</b>	<b>Assistant (n=30)</b>	<b>Staff (n=194)</b>	<b>Store manager (n=2)</b>	<b>Director (n=13)</b>	<b>Group Leader (n=55)</b>	<b>Manager (n=7)</b>	<b>F</b>	<b>P</b>
Brand performance	3.34 +/- 1.46	3.82 +/- 0.83	3.84 +/- -0.88	2.82 +/- 0.00	4.06 +/- 1.10	3.82 +/- -0.95	3.68 +/- 0.42	0.844	0.537
Brand commitment	3.50 +/- 0.60	3.76 +/- -0.85	3.76 +/- -0.87	3.10 +/- 0.00	4.07 +/- 0.90	3.78 +/- -0.86	3.28 +/- 0.39	0.922	0.479
Brand citizenship behavior	2.91 +/- 0.73	3.82 +/- 0.77	3.76 +/- -0.89	2.69 +/- 0.00	3.84 +/- 1.07	3.78 +/- -0.86	3.57 +/- 0.35	1.412	0.210

\* p<0.05 \*\* p<0.01

As can be seen from the above table, analysis of variance (single-factor analysis of variance) is used to study the differences of brand performance, brand commitment and brand citizenship behavior in departments. It can be seen from the above table: Samples from different departments do not show significance in brand performance, brand commitment and brand citizenship behavior (p>0.05), which means that samples from

different departments show consistency in brand performance, brand commitment and brand citizenship behavior without difference. In conclusion, samples from different departments do not show significant differences in brand performance, brand commitment and brand citizenship behavior. The results of hypothesis testing also show that there is no difference in brand commitment, brand performance and brand citizenship behavior ( $p > 0.05$ ), which clearly indicates that the original hypothesis (H1) is rejected, so the alternative hypothesis (H0) is supported: brand commitment, brand performance and brand citizenship behavior are not different by department.

4.4.5: Hypothesis H4. Based on demographics, there are significant differences in brand commitment, brand performance, and brand citizenship behavior

H4.6: There are significant differences in brand commitment, brand performance, and brand citizenship behavior based on years of work experience.

H0 Brand commitment, brand performance and brand citizenship behavior based on years of work experience do not show significant differences.

H1: There are significant differences in brand commitment, brand performance and brand citizenship behavior based on years of work experience.

**Table 4.18** Shows the single-factor analysis of variance

Analysis of Variance results							
Years of service (mean $\pm$ standard deviation)							
	One year (n = 40)	Three years (n=42)	Five years (n=22)	Eight years (n=62)	Ten years (n=140)	F	P
Brand citizenship behavior	3.98 +/- - 0.91	3.59 +/- - 0.86	4.48 +/- - 0.75	3.61 +/- - 0.79	3.68 +/- - 0.86	5.909	0.000 **
Brand performance	4.28 +/- - 0.76	3.65 +/- - 0.90	4.51 +/- - 0.76	3.62 +/- - 0.80	3.73 +/- - 0.90	8.152	0.000 **
Brand Commitment	4.12 +/- - 0.82	3.62 +/- - 0.78	4.47 +/- - 0.71	3.57 +/- - 0.85	3.66 +/- - 0.83	7.680	0.000 **

\*  $p < 0.05$  \*\*  $p < 0.01$

As can be seen from the above table, analysis of variance (single-factor analysis of variance) is used to study the differences of years of work experience in brand

citizenship behavior, brand performance and brand commitment. It can be seen from the above table: Different samples of years of work experience have significant effects on brand citizenship behavior, brand performance and brand commitment ( $p < 0.05$ ), which means that different samples of years of work experience have differences on brand citizenship behavior, brand performance and brand commitment. The specific analysis shows that: Years of work experience showed 0.01 level of significance for brand citizenship behavior ( $F=5.909$ ,  $p=0.000$ ). As for the specific comparison difference, it can be seen that the average score of the group with a significant difference was "one year > three years"; Five years > one year; One year > eight; One year > 10 years; Five > three; Five > eight; Five > ten years of working life has 0.01 level of significance for brand performance ( $F=8.152$ ,  $p=0.000$ ), and the specific comparison difference shows that the average score of the group with a significant difference is "one year > three years; One year > eight years; One year > 10 years; Five > three; Five > eight; Five > ten years' work experience has a 0.01 level of significance for brand commitment ( $F=7.680$ ,  $p=0.000$ ), and the specific comparison difference shows that the average score of the group with a significant difference is "one year > three years; One year > eight years; One year > 10 years; Five > three; Five > eight; Five > ten years" In conclusion, different samples of years of work experience show significant differences in brand citizenship behavior, brand performance and brand commitment. The results of hypothesis testing also show that there are significant differences in brand commitment, brand performance and brand citizenship behavior ( $p < 0.05$ ), which clearly indicates that the original hypothesis ( $H_0$ ) is rejected, so the alternative hypothesis ( $H_1$ ) Supported: Brand commitment, brand performance and brand citizenship behavior differ significantly across years of work experience.



## CHAPTER 5

### DISCUSSION AND RECOMMENDATIONS

#### 5.1 Study Results

**Research question 1:** Study the influence of corporate Brand identification on brand commitment Linear regression analysis of spss software shows that corporate Brand identification will certainly have a significant impact on brand commitment Finally, the detailed analysis shows that the formula of the model is: brand commitment =0.431 + 0.887\* Brand identification, and the R-square value of the model is 0.632, which means that Brand identification can explain 63.2% of the change of brand commitment When F test is conducted on the model, it is found that the model passes the F test (F=520.969, p=0.000<0.05), which means that the enterprise Brand identification will definitely have an impact on brand commitment. The final detailed analysis shows that: The regression coefficient value of corporate Brand identification is 0.887(t=22.825, p=0.000<0.01), which means that corporate Brand identification has a significant impact on brand commitment. The summary analysis shows that all corporate brand identification has a significant impact on brand commitment.

**Research question 2:** Study the influence of brand commitment on brand performance SPSS software was used for linear regression analysis, which showed that brand commitment would definitely have a significant impact on brand performance. The final detailed analysis shows that: the formula of the model is: brand performance =0.288 + 0.940\* brand commitment, and the value of the model R squared is 0.777, which means that brand commitment can explain 77.7% of the change in brand performance. In the F-test of the model, it is found that the model passes the F-test (F=1062.115, p=0.000<0.05), which means that brand commitment will definitely have an impact on brand performance. The final detailed analysis shows that the regression coefficient value of brand commitment is 0.940(t=32.590, p=0.000<0.01), indicating that brand commitment has a significant impact on brand performance. The comprehensive analysis shows that all brand commitments have significant influence on brand performance.

**Research question 3:** Study the influence of brand commitment on brand citizenship behavior. SPSS software was used for linear regression analysis, which

showed that brand commitment must have a significant impact on brand citizenship behavior. The final detailed analysis shows that the formula of the model is: brand citizenship behavior =  $0.676 + 0.816 * \text{brand commitment}$ , and the R-square value of the model is 0.645, which means that brand commitment can explain 64.5% of the change in brand citizenship behavior. When F test is conducted on the model, it is found that the model passes the F test ( $F=553.345$ ,  $p=0.000 < 0.05$ ), which means that brand commitment will definitely have an impact on brand citizenship behavior. The final detailed analysis shows that: The regression coefficient of brand commitment is 0.816 ( $t=23.523$ ,  $p=0.000 < 0.01$ ), indicating that brand commitment has a significant impact on brand citizenship behavior. The comprehensive analysis shows that brand commitment has a significant influence on brand citizenship behavior.

**Research question 4:** According to demographic data, there are significant differences in brand commitment, brand performance and brand citizenship behavior. The study shows that researchers use T-test (independent sample T-test) to study gender differences in brand citizenship behavior, brand commitment and brand performance. The research results show that there are no significant differences in brand citizenship behavior, brand commitment and brand performance among different gender samples. The results of hypothesis testing also show that there is no difference in brand commitment, brand performance and brand citizenship behavior ( $p > 0.05$ ), which clearly indicates that the null hypothesis ( $H_0$ ) is supported, so the alternative hypothesis ( $H_1$ ) Rejected: there is no gender difference in brand commitment, brand performance and brand citizenship behavior. Analysis of variance (full name: Univariate analysis of variance) was used to study the differences of age on brand performance, brand commitment and brand citizenship behavior. The results showed that there were significant differences in brand commitment, brand performance and brand citizenship behavior ( $p < 0.05$ ), which clearly indicated that the original hypothesis ( $H_0$ ) is rejected, so the alternative hypothesis ( $H_1$ ) Supported: Brand commitment, brand performance, and brand citizenship behavior differ significantly by age. Analysis of variance (single factor analysis of variance) was used to study the differences of education on brand performance, brand commitment and brand citizenship behavior. The results of the study showed that there were significant differences in brand commitment and brand performance ( $p < 0.05$ ), which clearly indicated that the

original hypothesis ( $H_0$ ) is rejected, so the alternative hypothesis ( $H_1$ ) are supported: brand commitment and brand performance have significant differences in education. However, brand citizenship behavior ( $p > 0.05$ ) clearly indicates that the original hypothesis ( $H_1$ ) is rejected, so the alternative hypothesis ( $H_0$ ) is supported: there is no significant educational difference in brand citizenship behavior. Analysis of variance (full name: Univariate analysis of variance) is used to study the differences of brand performance, brand commitment and brand citizenship behavior in the department where I work. The results also show that there are significant differences in brand commitment, brand performance and brand citizenship behavior ( $p < 0.05$ ), which clearly indicates that the original hypothesis ( $H_0$ ) is rejected, so the alternative hypothesis ( $H_1$ ) Supported: Brand commitment, brand performance and brand citizenship behavior differ significantly across sectors. The results showed that there were no differences in brand commitment, brand performance, and brand citizenship behavior ( $p > 0.05$ ), which clearly indicated that the original hypothesis ( $H_1$ ) was rejected, so the alternative hypothesis ( $H_0$ ) was supported: brand commitment, brand performance, and brand citizenship behavior were not different by department. Analysis of variance (full name: single factor analysis of variance) was used to study the differences of years of work experience on brand citizenship behavior, brand performance and brand commitment. The results of the hypothesis test also showed that there were significant differences in brand commitment, brand performance and brand citizenship behavior ( $p < 0.05$ ), which clearly indicated that the original hypothesis ( $H_0$ ) is rejected, so the alternative hypothesis ( $H_1$ ) Supported: Brand commitment, brand performance and brand citizenship behavior differ significantly across years of work experience.

The results of the research on the impact of corporate Brand identification on brand commitment are consistent with those of the paper published in 2003 (The Impact of corporate Brand identification Design on corporate brand commitment). However, this paper focuses on the impact of corporate Brand identification design on corporate brand commitment. Among them, this paper points out that corporate Brand identification design is very important to brand commitment, which is consistent with the results of this paper, in the study of the impact of brand commitment on brand performance. In this paper, the research results are consistent with the research results of Zhang Weidong's paper (The

Composition of the Dimension of Brand Commitment and its Impact on brand Performance) published in 2006, because brand commitment includes product commitment and is higher than product commitment. An overall product concept includes three aspects: core product, formal product and extended product. The standard of a product in these three aspects is product commitment. What a Brand Performances to consumers reflects the business philosophy of an enterprise; The ultimate pursuit of a brand reflects the decision maker's brand planning ability beyond the product and the business operator's planning ability for the future of the enterprise. And a brand's advertising language often reflects the brand commitment to consumers. We can see the process and capability of brand planning and construction from the changing process of brand advertising terms. The research results of the study on the impact of brand commitment on brand citizenship behavior are consistent with the research results of Li Changwei's paper (The Impact of brand commitment and Job Performance on brand citizenship behavior) published in 2004, because brand citizenship behavior plays an important role in the process of enterprise brand building. At the same time, brand commitment also has an important effect on brand citizenship behavior. This is the main research result of Li Changwei's (The influence of brand commitment and job performance on brand citizenship behavior) in the study of the difference between brand commitment, brand performance and brand citizenship behavior based on demographic data, and Zhang He's (demographic variables on brand commitment) in 2001 And the influence of Brand identification) found that the corresponding results are age, gender, education, among which the mismatch is years of work experience and department, because Zhang He published in 2001 is the main research on brand commitment and Brand identification, while this paper studies the three variables, among which the research results are only years of work experience and department results do not match, and most of the conclusions are consistent

## **5.2 Limitations of this study**

This study involves a questionnaire survey of a specific person or organizational group, and it may be encountered that the study data is not particularly extensive. In order to solve this problem, the researchers have used multiple advertising agencies to conduct questionnaires, but there are still limitations. Researchers may be biased by cultural

background and personal beliefs about certain phenomena, which may affect the validity of the study. In addition, researchers may only cite data or results that support their own research hypotheses. Secondly, the literature collection is not comprehensive enough, the energy is limited, the research is not in-depth enough.

### **5.3 Implications for practice and future research**

The following implications based on the research results are divided into two parts: implications for practice and implications for future research. This study explores the impact of corporate Brand identification on brand commitment and brand performance, as well as brand citizenship behavior, in the context of advertising agencies

#### **5.3.1 Implications**

The findings suggest a variety of implications for corporate Brand identification as well as brand commitment and brand citizenship behavior to promote a positive destination image so that corporate Brand identification is a comprehensive embodiment of its values and market competitiveness. In the current fierce market competition environment, Brand identification is no longer just a product or manufacturer identification and differentiation, It has become a commitment of enterprises to consumers and the source of their market competitiveness. Brand identification represents a kind of value. A strong Brand identification can bring great psychological satisfaction to consumers, and having a strong Brand identification means having consumer loyalty.

A strong Brand identification itself only has a high market value, and often can not only bring far more than the industry average level of sales and profits, become a powerful weapon for enterprises to beat competitors and win the market. At present, enterprise Brand identification has become an important part of the core competitiveness of enterprises, so the competition between enterprises has been from the traditional price competition, product competition, service competition, increasingly evolved into today's Brand identification competition. Brand identification is the driving force of enterprise survival and development, Brand identification is intangible assets, is a representative of culture; Enterprise Brand identification is the symbol of the enterprise; Brand identification is the symbol of a country. Such as "Coca Cola", the world's beverage pioneer; "Pilcardin"

the romantic passion of France; And Japan's "Toyota" representing the development trend of the world's automobile industry.

### **5.3.2 Future research**

The results of this study have important theoretical and practical implications

It is helpful to understand corporate Brand identification and brand commitment as well as brand performance and brand citizenship behavior. In addition, the results of the study provide some implications for researchers interested in conducting research in related research areas. The first field offers suggestions for future research. Therefore, future research will focus on investigating corporate Brand identification as well as corporate brand advertising. Secondly, future studies should consider the cognition of internal customers in many aspects. Most brand strategists, especially those in Europe and the United States, hold the view that Brand identification can induce customers to buy its products or services, because customers tend to understand the brand entirely through the external recognition of the brand. However, if enterprises do not realize the role of Brand identification in helping the organization to understand its basic values and concepts, it is easy to occur the Brand identification trap of internal and external inconsistencies.

An effective identity details the strength, value and imagination of a brand. It provides the tools to communicate the essential meaning of a brand. If employees cannot understand and invest in the brand's imagination, it is difficult to expect them to express the brand's imagination. In many organizations, employees are often asked the question, "What does your company's brand stand for?" In companies with strong brands, employees' responses are faster and more meaningful. In the majority of small and medium-sized companies, employees do not give accurate and consistent answers.

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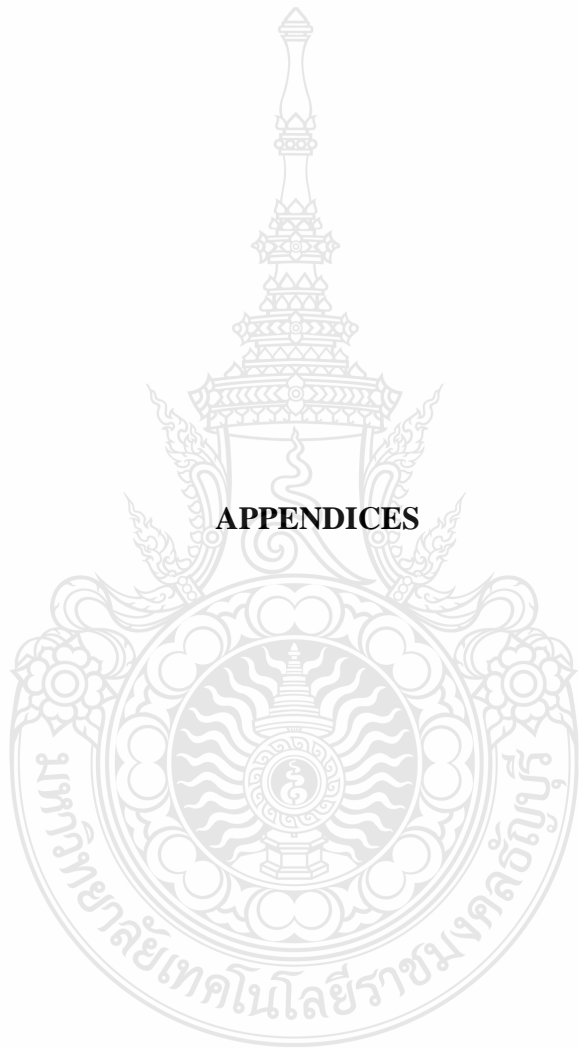
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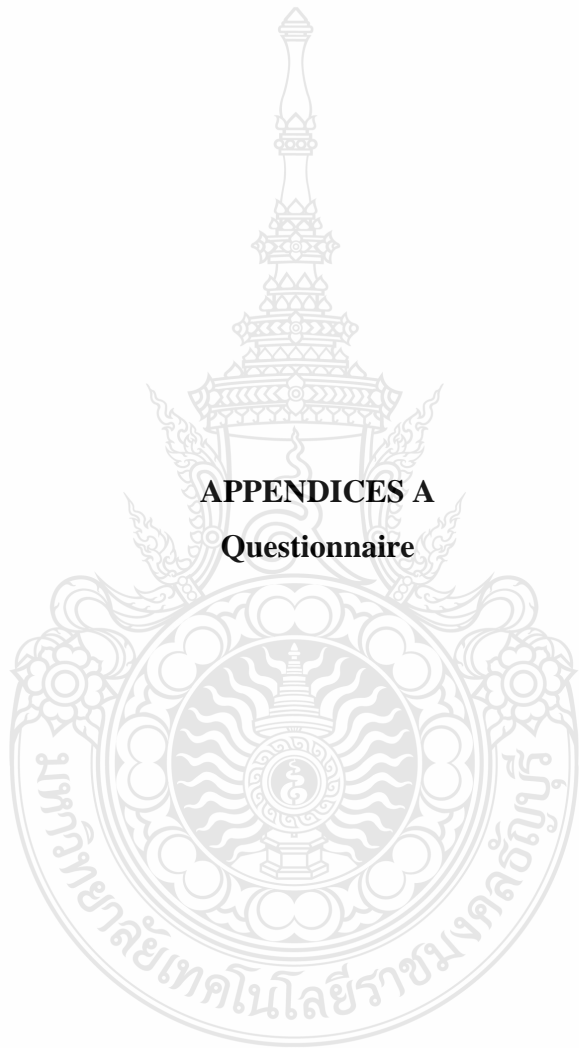
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**APPENDICES**





**APPENDICES A**  
**Questionnaire**

## **Questionnaire survey**

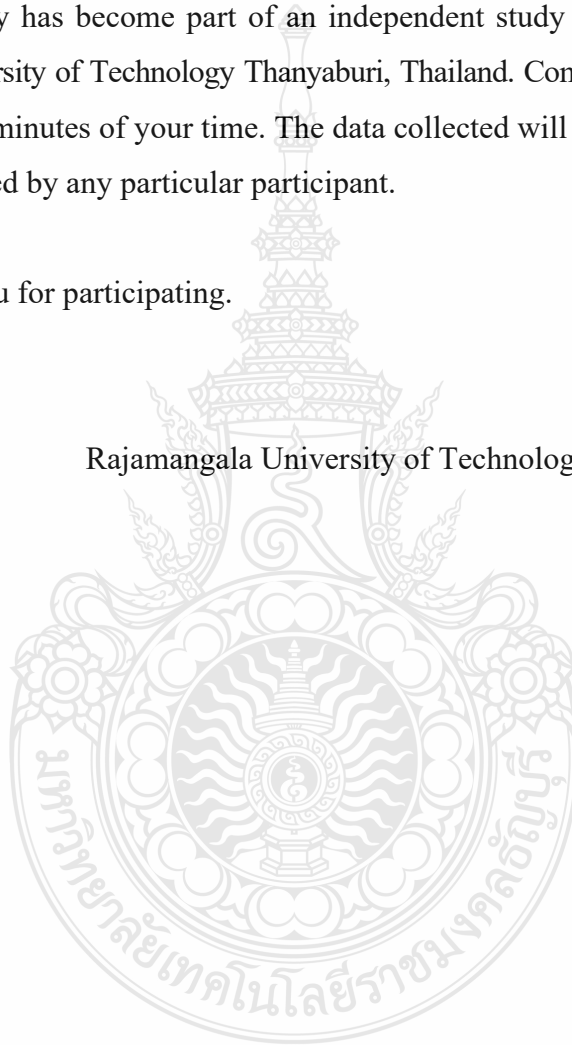
Title: The Effect of Corporate Brand Identification on Brand Commitment, Brand Performance and Brand Citizenship Behavior in Advertising Industry

Dear Respondent,

This study has become part of an independent study for the MBA degree of Rajamangala University of Technology Thanyaburi, Thailand. Completing the questionnaire will take about 10 minutes of your time. The data collected will be kept confidential and will not be identified by any particular participant.

Thank you for participating.

Wang Yijie  
Rajamangala University of Technology, Thanyaburi, Thailand



Please select only one answer that best represents that you agree with each of the following statements.

**Section 1 Corporate Brand Identification**

Please rate the following statements

Scale from 1 = Strongly Disagree To 5 = Strongly Agree.

No.	Corporate Brand Identification	Agreement				
		1	2	3	4	5
1	I like to work for our brand					
2	I am a person who is glad to belong to our brand					
3	I like being a member of our brand					
4	I am glad I chose to work for our brand rather than another brand					
5	I have warm feelings toward our brand as a place to work					
6	I have positive feelings about my belonging to our brand					
7	I am happy to belong to our brand					
8	As an employee I am proud that I am part of our brand					
9	As an employee belonging to our brand means having a lot to be proud of					
10	As an employee belonging to our brand means enjoying a lot of respect					
11	As an employee I value belonging to our brand					
12	As an employee it is good for me to belong to our brand					
13	As an employee it is advantageous to belong to our brand rather than belonging to another brand					

### **Section 2 Brand Commitment**

Please rate the following statements

Scale from 1 = strongly disagree to 5 = strongly agree.

No.	Brand Commitment	Agreement				
		1	2	3	4	5
1	I really feel as if this brand's problems are my own					
2	I feel like "part of the family" at our brand					
3.	I feel "emotionally attached" to our brand					
4	Our brand has a great deal of personal meaning for me					
5	I feel a strong sense of belonging to our brand					

### **Section 3 Brand Performance**

Please rate the following statements

Scale from 1 = Strongly Disagree To 5 = Strongly Agree.

No.	Brand Performance	Agreement				
		1	2	3	4	5
1	I can successfully fulfil responsibilities specified in my job descriptions					
2	The quality of the work I do matches brand standards of my company					
3	I deliver the promise that my company's brand has with customers					
4	I always deliver the required level of service in response to customers specific requests					

#### **Section 4 Brand Citizenship Behavior**

Please rate the following statements

Scale from 1 = Strongly Disagree To 5 = Strongly Agree.

No.	Brand Citizenship Behavior	Agreement				
		1	2	3	4	5
1	I demonstrate behaviors that are consistent with the Brand Performance of this company.					
2	I am always interested to learn about my company's brand and what it means for me in my role.					
3	Before communicating or taking action, I consider the impact on my company's brand.					
4	If given the opportunity, I pass on my knowledge about my company's brand to new employees.					
5	I show extra initiative to ensure that my behavior remains consistent with the Brand Performance of this company.					
6	I take responsibility for tasks outside of my own area if necessary.					

#### **Section 5 General Profile**

Please choose an answer that best represents you.

1. Gender

Male

female

2. Age

Age 20 and under

Age 21-30

31-40 years old

Age 41 and older

3. Education

- Less than an undergraduate degree
- Undergraduate
- Graduate/master's degree

4. Department you are working

.....

5. Job Position

.....

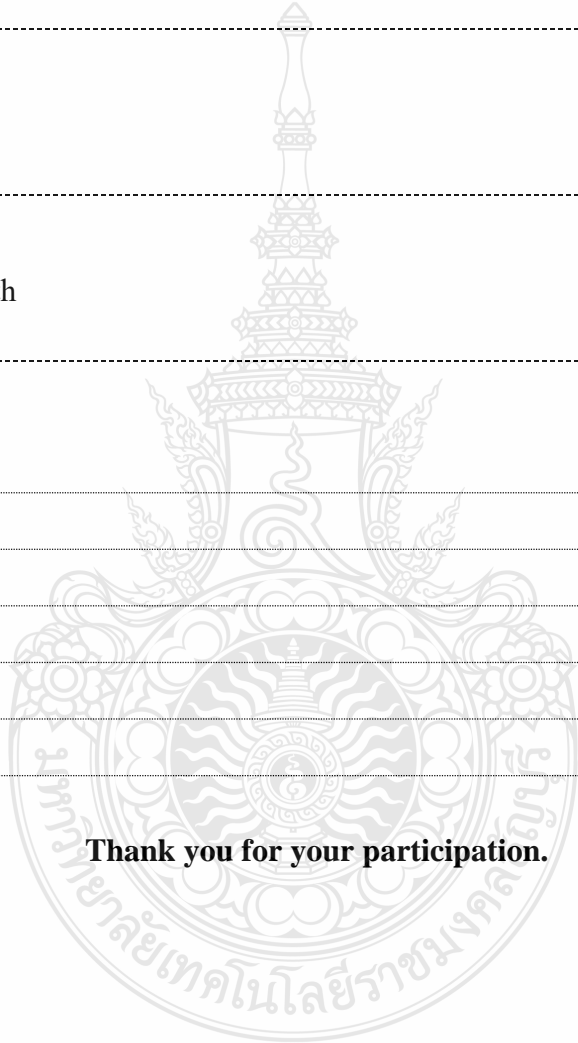
6. Income per month

.....

Other suggestions

.....  
.....  
.....  
.....  
.....  
.....

**Thank you for your participation.**



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