

Investigating Of The Effect Of Brand Signature, Consumer Awareness Of The Brand And Brand Reputation On Brand Performance By Considering The Mediating Role Of Understanding The Orientation Of Business Relations Between Four And Five Star Hotels In Isfahan

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Abstract

Today, having a strong brand is one of the requirements of service organizations, especially hotels in the tourism industry, and the performance of the hotel brand can act as an intangible asset that helps attract travelers to a particular place. The hotel industry is a central service in which travelers will not be able to view services before booking them, therefore, hotel brand signature, brand awareness and hotel brand reputation are the main elements to attract visitors that can determine Help the quality of service provided by a hotel. This research, which is a descriptive-survey of correlation with the nature of application and in terms of cross-sectional time, aims to "investigate the effect of brand signature, consumer brand awareness and brand reputation on brand performance by considering the mediating role of understanding the relationship orientation." Trade has been done between 4 and 5 star hotels in Isfahan. The statistical population of this study includes all customers of Isfahan hotels. Using the adequacy method for structural equations, 210 people were selected by cluster random sampling as a statistical sample. The research measurement tool was a researcher-made questionnaire taken from valid sources that was used. To measure the validity of the questionnaires, face and content methods and to determine its reliability, Cronbach's alpha was calculated, the value of which was estimated to be 0.839. Data analysis was performed using Spss23 and Smart Pls3 software. Kolmogorov-Smirnov test was used to check the normality of the data and structural equation method was used to test the hypotheses. The results showed that the effect of brand signature on customer awareness of the brand and perception of business relationship orientation, customer awareness of the brand on brand reputation and perception of brand relationship orientation and understanding of business relationship orientation on brand performance was significant but the effect of brand reputation The understanding of the direction of business relations in hotels in Isfahan was rejected. Also, the mediating role of understanding business relationships in the relationship between customer awareness of the brand and brand reputation with brand performance was significant, but the mediating role of understanding the orientation of brand relationships on brand performance was not confirmed.

Keywords: Brand Signature, Consumer Awareness Of The Brand, Brand Reputation, Brand Performance, Business Relationship Orientation, Isfahan Hotels

INTRODUCTION

Today, having a strong brand is one of the priorities of many organizations, especially service organizations. Branding is done internally and externally. The branding approach outside the organization is a topic that targets customers. On the other hand, internal branding is to promote the brand within service organizations and by employees (1). The branding of service organizations relies heavily on the actions and attitudes of their employees. The employees of the service organizations are the main center and center of presenting and fulfilling the promise of the brand in

dealing and interacting with the customers while providing the services of the organization to them (2). Because of the large impact of employee behavior on customers' perceptions of the brand, service organizations need to ensure that employees provide quality services to customers in accordance with the brand's advertising promises (3). Despite the importance of continuous service delivery and fulfilling brand promises to customers, service brands that involve human interactions face the unpredictability of their service branding process (4). Recently, branding

has become one of the empowering factors of organizations in presenting their brand promise and is done with the aim of meeting those customer expectations that have arisen as a result of various brand advertising activities (5). Some researchers (6) have pointed to the growing popularity of domestic branding among large corporations, which is a reflection of the power and effectiveness of skilled workers committed to brand promise in the organization (3).

Branding emerged to help organizations promote their brand to ensure consistency between internal and external branding messages. Recently, the importance of using this mixture and the need for coordination between the humanities and brand marketing to achieve goals such as sustainability in the industry, customer satisfaction and loyalty are emphasized (7). The company's brand signature can affect viewers' awareness of the brand, and over time, the brand logo provides a symbolic representation of a brand. Brand signature is a key to identification in branding. Brand signatures can be constructed to achieve responses that depend on the nature of the intended marketing and communications goals (9). Customers' perceptions of the company / brand must be shared, positive and consistent. The company's signature affects the positive and desirable characteristics, which can add value to an organization's credibility. However, brand awareness varies from consumer to consumer, and can be associated with associations and beliefs, which build brand credibility.

Consumers may rely on existing brand credentials when forming an awareness of a company or brand. Brand awareness can be thought of as a public desire or lack thereof. Advertising helps companies to differentiate and present themselves and provides them with goodwill from consumers and shareholders. Successful logos attract positive attention. Companies need to differentiate themselves, and the brand is an opportunity for a company to build reputation. Based on the particular reputation created by the company / brand, customers choose the brand with an image that best fits their personal image (10). Companies make a commitment through the brand from which expectations are formed. Management has to communicate with external audiences in a variety of ways, often using strategies involving corporate advertising. Analysis of global advertising on domestic audiences and the importance of the intervention of the company's employees in these communications, which aims to create more desirable information through media coverage and makes consumers remember the company with respect and trust (11).

The growing role of branding in the tourism and hospitality sector, especially in the hotel industry, has

become very competitive. Managing a hotel brand effectively brings many benefits to managers in terms of the ability to obtain room premiums, increase market share, increase consumer loyalty, and motivate positive backers (12). Given these benefits, hotels are increasingly interested in developing relationships between brands and their customers. Indeed, over the past decade, the issue of brand-consumer relations has increased interest in the tourism and hospitality literature (13).

Choosing a hotel accommodation is an important decision for most travelers. For many tourists, too, this is a complex decision-making process. A strong brand helps simplify the consumer decision-making process by reducing perceived risks and raising expectations (14). In addition, many consumers choose a particular hotel because of their strong association with the hotel brand. In fact, building a strong relationship with consumers is increasingly seen as a solution for organizations that want to keep loyal and satisfied consumers in their highly competitive environment today. Despite the importance of brand-consumer relationships in improving a company's brand performance, there are significant research gaps in this area. Citing relationship marketing theory, it is stated that PBRO, as consumers' perception of a brand's genuine interest in developing relationships with them, has positive consequences for important organizational performance outcomes (15). The company logo and name are the main elements of the company's visual identity (16) which is used to summarize the company's personality and values to provide an effective share of the stock.

The desirability of a brand requires the increasing activity of international marketing researchers in order for customers to pay positive attention to it; Because global market conditions are changing and they need to participate in commercialization activities. For these reasons, global organizations have devoted a great deal of time and money to researching the development of brand signatures and organizational identity. International companies make an effort to create understanding and familiarity with the product through their logo and brand to increase the identification of existing and prospective customers. Also, the logo of the brand is used to attract attention and accelerate the re-recognition of a company or product. For these reasons, a brand signature must be chosen carefully. Major investments are needed because management expects an organizational logo and organizational name to become extremely popular across cultural boundaries (17).

The hotel industry has long been one of the most lucrative industries in various countries. Iran has potential in the field of tourism and hotels should be

able to attract more customers in this field. Tourism can use branding as a means to convey positive and effective messages to the audience and encourage them to travel to the destination. Due to the fact that Isfahan is a tourist city and there is fierce competition between hotels to attract tourists. In such an atmosphere, hotels are looking for solutions to attract tourists. This research seeks to find solutions for them. One of the ways to attract customers is to increase the reputation of the hotel brand. The importance of branding and branding has been emphasized in many scientific researches and in the last decade it has been one of the most important research priorities in the field of marketing management.

Recently, brand equity has been one of the key issues in the hotel industry. Hotel customers pay attention to their brand and also consider the basis for their selection. Increasing attention to hotel services, the existence of multiple brands in this sector, competition between service providers and the similarity of services that can be provided to customers have led to their confusion in choosing a brand and creating a distinction between them. In such a situation, the brand image and marketing activities will greatly influence the customer's decision. A hotel brand and reputation function includes the physical appearance of the hotel, such as logo and name, reputation and brand awareness.

Designing, marketing, and researching organizational identity addresses the importance of logos and names. The hotel industry in Iran has major problems in providing the services needed by tourists, and in Iran, people working in luxury hotels do not have the necessary skills to provide quality services and create a pleasant experience of the services received in the minds of tourists. Also, most of the physical products used in hotels are not of good quality. According to surveys, hotels are in most cases obliged to buy the items they need from specific and proven sources at government-set prices, and this prevents attention to the quality of the items and their inconsistency with the hotel's needs in terms of grade.

On the other hand, with the exception of a few specific hotels in Isfahan, such as the Abbasi Hotel, the interior and exterior spaces created in the hotels do not have a harmonious and pleasant decoration. One of the most important reasons is not to use the opinion of experts in the field of decoration Indoor and outdoor spaces. Hotel managers are useless in the selection of decorations and decorations from the point of view of technical experts, and they themselves, regardless of whether they have information in this field or not, design and arrange the decorations and first of all, consider the hotel inventory. In the present-day hotel industry, the study and recognition of factors affecting

branding and brand performance is critical to achieving customer satisfaction and loyalty and durability in the industry, and in this regard, research has been conducted that focuses on brand performance on various brand elements. Among them are (5,8, 13, 18, 19, 20,). Apart from Froudi (21), no research has been done on the effect of brand logo, brand awareness and reputation on brand performance, which has been done in the UK hotel industry, which is not comparable to the fledgling hotel and tourism industry in Iran. Therefore, the main question of the present study is whether brand signature, consumer awareness of the brand and brand reputation affect brand performance by considering the mediating role of understanding the direction of business relations between 4 and 5 star hotels in Isfahan?

RESEARCH METHODOLOGY

This research is applied in terms of purpose, descriptive in terms of nature of research, deductive in terms of approach, field-type in terms of research environment. Also, the present research is a survey in terms of research method, in terms of unit of analysis, individual, and in terms of time horizon, the research is cross-sectional.

research type	Research in terms of:
A little	In terms of data type
Practical	In terms of purpose
Descriptive and hypothesis testing	In terms of the nature of the research
Deductive	In terms of the type of approach
Correlation	In terms of the degree of researcher involvement in research
Field	In terms of research environment
Survey	In terms of research method (research strategy)
Man	In terms of unit of analysis
Cross section	In terms of time horizon

The statistical population of the study is all the guests (customers) of 4 and 5 star hotels in Isfahan. During the inquiry made from the hoteliers, 20,000 people were reported in the second half of 1998. In this study, the sample size was used using the data adequacy method in structural equations, which is estimated to be the total number of items (42) multiplied by 5, which is about 210 samples. The sampling method used in this research was cluster sampling among customers of 4 and 5 star hotels in Isfahan. Thus, initially 8 hotels were selected from all 4 and 5 star hotels in Isfahan, which included Abbasi and Kowsar hotels for 5 stars and Aseman, Safir, Zohreh, Piroozi, Avin and Khajoo hotels for 4 stars; Then, referring to these hotels, the questionnaires were randomly distributed among the customers of these hotels, and since usually a number

of questionnaires are not returned, 252 questionnaires were distributed, of which 220 were considered, taking into account the 20% return rate. The questionnaire was returned and finally 210 correct questionnaires were used as the basis for calculations.

The data collection tool is a researcher-made questionnaire that consists of several parts: the first part is related to the brand signature items, which includes 10 items and is obtained from the landing source (2019), the second part is related to the attitude items. To the brand, which includes six items adapted from the source of Lambert and Lewis (2016), the third section is dedicated to brand awareness items, including six items, adapted from the source of Love and Ang (2013), the fourth section is related to The brand reputation items are 10 items from the source of Zhao and Roper (13) and finally the fifth part of the questionnaire related to the items of brand performance includes 10 items that are inspired by (22). Content and formal methods have been used to confirm the validity as follows To confirm the content validity, a special validity questionnaire was distributed among university professors, including the supervisor and several faculty members and several experts and managers of the Isfahan hotel industry, and after reaching theoretical saturation, the validity of the questionnaires was confirmed. Also, to confirm the face validity of the questionnaire, the statistical population was distributed and their opinions were applied in the questionnaire. Also, to confirm the reliability, Cronbach's alpha coefficient was calculated, the value of which is given in Table (2).

Table (2) Cronbach's alpha coefficients

Cronbach's alpha coefficients	Number of items	Dimensions
0.777	10	Brand signature
0.734	6	Understanding business relationships
0.719	6	Brand awareness
0.805	10	Brand reputation
0.888	10	Brand performance
0.839	42	The whole questionnaire

As can be seen in the table, the Cronbach's alpha coefficient of the whole questionnaire is 0.839; Also, all variables under study in this study had an alpha coefficient higher than 0.70 and were measured significantly. Therefore, the reliability of the questionnaire is confirmed.

RESULTS

Many statistical tests are based on the normal distribution of data and are used with the assumption that the distribution of data in a community or at the level of selected samples from that community follows a normal distribution. Therefore, it is necessary for the analyst to determine the type of distribution of those variables before conducting statistical analysis. Therefore, this can be achieved by the Kolmogorov-Smirnov test.

Table (3) Kolmogorov-Smirnov test statistics

Brand performance	Brand reputation	Brand awareness	Understanding business relationships	Brand signature	Variable
3.5767	3.4100	3.6356	3.6802	3.6048	Average
0.83670	0.84607	0.72829	0.82311	0.77273	Standard deviation
0.070	0.065	0.146	0.146	0.130	Statistics of Kolmogorov Smirnov
0.015	0.031	0.000	0.000	0.000	p Value

Hypothesis zero in Kolmogorov-Smirnov test is that the data follow the normal distribution and the opposite hypothesis is that the data does not follow the normal distribution. According to the results of the above analysis and according to the value of P, which is less than 0.05 in all variables, as a result, the null hypothesis is rejected, ie the data do not follow the normal distribution. Therefore, non-parametric statistics should be used for statistical tests and Smart PLS software should be used for structural equations.

In "PLS" models, two models are tested. The first model is the external model which is equivalent to the measurement model and the second model is the internal model which is equivalent to the structural model in covariance-based models Therefore, in the

first stage, the measurement model is examined through validity and reliability analysis, then in the second stage, the structural model is tested by estimating the path coefficient between variables and determining the fit indices of the model. To examine the fit of the first part, ie the fit of measurement models, three things are used: index reliability, convergent validity, divergent validity. The reliability of the index is measured by three criteria: 1) Cronbach's alpha, 2) Combined reliability or Rho, 3) Factor load coefficients (23).

The first factor that should be considered in evaluating the model is the one-dimensionality of the model indicators. This means that each index in total indices must be loaded with only one latent variable with a large factor load value. For this purpose, the amount of

factor load must be greater than 0.6. It should be noted that the amount of factor loading less than 0.4 is considered small and should be removed from the set of indicators. This is done manually by removing indices with a factor load of less than 0.4. After

calculating the factor load coefficients of the items and deleting the items whose factor load factor was less than 0.4, the values in Table (4) were calculated for the factor coefficients.

Table (4) The values of factor loads by items of research variables

Factor load	Item	Factor load	Item	Factor load	Question
0.863	Item29	0.827	Item15	0.682	Item1
0.762	Item30	0.809	Item16	0.665	Item2
0.821	Item31	0.799	Item17	0.712	Item3
0.540	Item32	-	Item18	0.799	Item4
0.787	Item33	0.815	Item19	0.674	Item5
0.790	Item34	0.713	Item20	0.682	Item6
0.753	Item35	0.779	Item21	0.624	Item7
0.751	Item36	0.625	Item22	-	Item8
0.724	Item 37	0.472	Item23	0.756	Item9
0.807	Item38	0.667	Item24	0.758	Item10
0.768	Item39	0.754	Item25	0.803	Item11
0.759	Item40	0.845	Item26	0.543	Item12
0.753	Item 41	0.829	Item27	0.718	Item13
0.491	Item42	0.751	Item28	0.693	Item14

According to the results of Table 4-13, the values of factor loads of the indicators related to items 8 and 18 were less than 0.4 and were removed from the model. Fornell and Locker (24) introduced the "average extracted variance" criterion for measuring convergent

validity and stated that for this index, the critical value is 0.5. The number 0.7 was also defined for the reliability of the index. This means that a value of AVE above 0.5 indicates acceptable convergent validity (24).

Table (5) Values related to index reliability

Convergent validity	Combined reliability	rho_A	Cronbach's alpha	
0.562	0.864	0.827	0.806	Customer awareness of the brand
0.501	0.900	0.887	0.876	Brand signature
0.545	0.876	0.845	0.828	Understanding of business relationships
0.549	0.922	0.905	0.903	Brand reputation
0.553	0.924	0.912	0.908	Brand performance

The criteria used to evaluate the fitting power of the conceptual model are: R² criterion, and the overall GOF value criterion, which is discussed below in each of these criteria. R² is a criterion used to connect the measurement part and the structural part of structural equation modeling and shows the effect that an exogenous variable has on an endogenous variable. The essential point here is that the value of R² is calculated only for endogenous structures of the model and in the case of exogenous structures, the value of this criterion is zero (Davari. Rezazadeh, 1392: 91). The value of this coefficient also varies from 0 to 1, the larger the values, the more desirable. China (1988) considers values close to 0.67 to be desirable, close to 0.33 to normal, and close to 0.19 to be weak. The value of common values related to each index is obtained

through the second-order mean of the relationship between that index and its own structure, which are the same as factor loads (Davari. Rezazadeh, 1392: 89). Redundancy criterion indicates the amount of variability of the indices of an endogenous structure that is affected by one or more exogenous structures and is obtained by multiplying the common values of an endogenous structure by its value R². The higher the average Red Indicates a more appropriate fit of the structural part of the model in a study (Davari, 2014). The general model includes both the measurement and structural parts of the model, and by confirming its fit, the fit check in a model is completed and has only one criterion called GVF. The values of 0.01, 0.25 and 0.36 have been described as weak, medium and strong, respectively (Davari, 2014).

Table (6) The values of the coefficients of determination and the total value of the model

GOF	the amount of Red	the amount of R^2	
0.470	0.221	0.433	Customer awareness of the brand
0.586	0.344	0.670	Brand signature
0.550	0.303	0.595	Understanding of business relationships
0.322	0.104	0.218	Brand reputation
0.493	0.243	0.482	Average

The values obtained for R^2 indicate the typical fit of the structural model. Also, the effect of variability of variables was about 24%. Also, the GOF value of 0.493 showed a strong fit of the overall model because the calculated GOF value is greater than 0.36.

The most basic criterion for measuring the relationship between structures in the model (structural part) is the significant numbers t . Is.

Table (7) The values of t-test related to the conceptual model of the research

Result	P the amount of -	Amara t	Standard Deviation (STDEV)	Average sample values (M)	Factor load values	
agreement	0.011	2.543	0.107	0.264	0.271	Customer brand awareness -> Understanding business relationships
agreement	0.000	23.769	0.032	0.777	0.771	Customer awareness of the brand -> brand reputation
agreement	0.000	10.369	0.063	0.659	0.658	Brand signature -> Customer awareness of the brand
agreement	0.000	7.263	0.073	0.531	0.527	Brand Signature -> Understanding Business Relations
agreement	0.000	6.653	0.070	0.486	0.467	Understanding Business Relationships -> Brand Performance
repulse	0.203	1.276	0.091	0.119	0.116	Brand Reputation -> Understanding Business Relationships

CONCLUSION

Brand signature is a distinctive design based on the nature and identity of the brand that is reflected in all brand communications and includes communications, distinctions and specific features of a brand, which can reflect the image and reputation of the brand globally. A brand signature can be an effective management tool and determine the characteristics of the organization that an organization wants to promote its shareholders, especially in the global market. A brand signature can enhance the value of shareholders and should clearly link the name and logo of the organization to the global market. Brand signature management needs to understand the company's identity in terms of name and logo as the root of organizational identity and visual identity. Brown et al. (2006) examined the status of brand identity and examined two main levels. The first organizational level is how a unique company stays distinctive and sustainable in its marketplace and aims to understand what the company's shareholders think. The brand and logo are at the root of organizational identity

H1: Brand signature has a significant effect on customer awareness of the brand among hotels in Isfahan.

The value of t -statistic for the effect of brand signature on customer brand awareness is 10.369 and the value of p -value is equal to 0.000, considering that t -statistic is greater than 1.96 and p -value values are less than 0.05, so brand signature on brand awareness Significantly effective.

On the other hand, the value of the relevant factor is equal to 0.658, which due to its positive relationship between the two variables of brand signature and customer awareness of the brand is direct, ie with the improvement of brand signature, customer awareness of the brand increases.

The results of this study are consistent with the results of Froudi (2019) who developed a multifunctional measurement of brand structure using literature review and initial data analysis and showed that the brand effect includes the dissemination of its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment. Manaj also discussed the results of Rustapisheh (2014) research which examined the effect of brand awareness, brand association, perceived quality and brand equity on brand preference and customers' intention to buy using

Mir analysis and the results of path analysis showed that brand awareness has a positive and significant effect on brand association, perceived quality and brand equity. Perceived quality and brand association have a positive and significant effect on brand equity. Brand equity has a positive and significant effect on brand preference and customers' purchase intention. Brand preference affects the intention of customers to buy, it has alignment. Also with the results of Kelly et al.'s (2016) study that examined the effect of brand awareness on market brand performance in the service sector in a developing economy, especially the banking industry in Kenya, and showed that brand reminders and name recognition Brand correlation is positively and significantly correlated, and brand awareness and overall brand awareness are significant predictors of market brand performance. However, brand recognition is not significantly correlated with market brand performance.

It is argued that practical guidelines for tourism professionals and decision makers should provide better brand signatures, and hence implicit implications for tourism study findings suggest that global brand signatures can be a controllable factor for standardized image management. First and foremost, this study shows that customers associate the hotel brand logo in their minds, so hotel managers to understand the desired signature status and factors affecting the effectiveness of the brand logo with three components: name, font, design, From a consumer perspective and its impact on the brand reputation and performance of a particular brand helps. In other words, a clear understanding of the dimensions of brand performance concepts can help international tourism managers create a desirable brand signature, although the management of international hotels may go beyond the visual identity of the hotel and its customers. Managers can focus on two areas. Depending on the needs of the market as well as the strengths and weaknesses of the brand, the managers of the International Hotel will be able to make the right decision in choosing the right brand signature to target and meet the needs of the market. In practice, different managers created a common sense of perspective by reducing dysfunctional conflict and creating a common sense and connection. In addition, international tourism managers must be accountable for the brand logo, given that they have the greatest impact on the hotel's outcomes in international markets. Importantly, this study helps consultants to understand whether the hotel brand logo represents a credible message and brand personality.

H2: Customer awareness of the brand has a significant effect on brand reputation among hotels in Isfahan. The value of t-statistic for the effect of brand awareness on brand reputation is 23.769 and the value of p-value

is 0.000 Considering that t-statistic is greater than 1.96 and p-value values are less than 0.05, so customers' brand awareness on brand reputation It has a significant effect. On the other hand, the value of the relevant factor is equal to 0.771, which due to its positive relationship between the two variables of customer brand awareness and brand reputation is direct, ie with increasing customer awareness of the brand, brand reputation improves.

The results of this study with the results of Rustapisheh (2014) which examined the effect of brand awareness, brand association, perceived quality and brand equity on brand preference and customers' intention to buy using Mir analysis and the results of path analysis showed that Brand awareness has a positive and significant effect on brand association, perceived quality and brand equity. Perceived quality and brand association have a positive and significant effect on brand equity. Brand equity has a positive and significant effect on brand preference and customers' purchase intention. Brand preference affects the intention of customers to buy, it has alignment. Also with the results of research by Kelly et al. (2016) which examines the effect of brand awareness on market brand performance in the service sector In the context of a developing economy, especially the banking industry in Kenya, they showed that brand reminders and brand recognition are positively and significantly correlated, and brand reminders and overall brand awareness are significant predictors. Are the brand performance of the market. However, brand recognition is not significantly correlated with market brand performance.

Rustapisheh (2014) who studied the effect of brand awareness, brand association, perceived quality and brand equity on brand preference and customer purchase intention using Mir analysis and the results of path analysis showed that brand awareness has a positive and significant effect on Brand association has perceived quality and brand equity. Perceived quality and brand association have a positive and significant effect on brand equity. Brand equity has a positive and significant effect on brand preference and customers' purchase intention.

Brand preference affects the intention of customers to buy, it has alignment. Also with the results of Froudi (2019) research that developed a multifunctional measurement of brand structure using literature review and analysis of primary data and showed that the brand effect includes the dissemination of its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment.

This explains why brands vary in the amount of power and value they have in the market. In one spectrum, there are brands that are not known to most consumers, on the other hand, there are brands that buyers are relatively aware of. . Awareness shows the power of the brand presence in the minds of the target market, and the ability of customers to identify the brand under various conditions, shows their level of brand awareness.

Brand awareness is the potential buyer's ability to recognize and remember that a brand is part of a particular product or service category. Brand awareness is expressed as a combination of brand recognition and brand reminder, which is the ability of customers to recognize in different situations. And brand reminder is the ability of customers to remember the brand when faced with the need for a product or service category. Brand awareness includes customer recognition, awareness and remembering of brand performance. Research shows that brand awareness is the subject of many consumer-oriented branding issues and the customer pays more attention to familiar brands. Yvid Acker expresses several levels of brand awareness that range from brand recognition to brand influence. Brand influence refers to a situation in which the brand in question is only brand awareness through three brands that are remembered by the consumer.

H3: Brand signature has a significant effect on understanding the direction of business relations between hotels in Isfahan.

The value of t-statistic for the effect of brand signature on understanding the orientation of business relations is 7.263 and the value of p-value is 0.000 Considering that t-statistic is greater than 1.96 and p-value values are less than 0.05, Therefore, brand signature has a significant effect on understanding the orientation of business relationships. On the other hand, the value of the relevant factor is equal to 0.527, which due to its positive relationship is the two variables of brand signature and understanding the orientation of direct business relations, ie with improving the brand signature, understanding the orientation of business relations increases. The results of the present study with the results of the study of Kazidi et al. (2018) who examined the effectiveness of the customer in relation to hotel brands (PBRO) in identifying them with the predicted feelings towards hotel brands, which in turn are items for hotel brand performance. Like the share of the wallet, the size is determined and the intention to re-use the hotel services is considered and showed that consumer brand identification and predicted emotions mediate the relationship between the orientation of the perceived brand relationship and all variables of brand performance. These effects are mediated by consumer involvement in hotel selection. In particular, consumer intervention modulates the positive relationship

between PBRO and consumer brand identification and modulates the effects of PBRO on anticipated emotions. Also with the results of Froudi (2019) research that developed a multifunctional measurement of brand structure using literature review and analysis of primary data and showed that the brand effect includes the dissemination of its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment.

This explains why, given consumers' perceptions of a brand's willingness and ability to develop and maintain relationships with them according to relationship-oriented marketing theory, consumers see both the functional benefits and the relationship they have with a brand when deciding. Purchased items are considered. In fact, consumers "not only care about the features and benefits of a brand, but also about an aspect of the brand perception relationship." When consumers consider a brand as a relationship partner, they may develop attachments, demand commitment, and be more concerned about the satisfaction of their favorite brands. PBRO is therefore a sign of consumers' understanding of the brand's concern and desire to have a relationship with consumers, which in turn affects consumer confidence and commitment. Consumer brand identification and anticipated emotions show the cognitive and emotional path through which the consumer's perception of the direction of business relationships affects the results of brand performance. It also has positive effects on consumer attitudes and intentions towards the brand. However, such relationships may not be compatible with all customers. According to the ELM, individuals process information through an environmental or central path, depending on the extent of the conflict (Petty et al., 1983). We expect the relationship between PBRO and brand performance results to vary depending on customer engagement with the product category. In the hotel industry, this The results of the brand's performance reflect an internal growth path through which hotels can increase the incomes of their existing consumers.

H4: Customers' awareness of the brand has a significant effect on understanding the direction of business relations among hotels in Isfahan.

The value of t-statistic for the effect of customers' brand awareness on understanding the orientation of business relations is 2.543 and p-value is 0.011 considering that t-statistic is greater than 1.96 and p-value values are less than 0.05, so customers' brand awareness It has a significant effect on understanding the orientation of business relationships. On the other hand, the value of the relevant factor is equal to 0.271, which due to its positive relationship is the two variables of customer brand awareness and understanding of direct business relationship

orientation, ie with improving customer brand awareness, understanding of business relationship orientation increases. The results of this study with the results of TabatabaiNasab and Mohammad Nabi (2015) who analyzed the effect of equity dimensions and brand elements on consumers' attitudes toward brand generalization and showed brand awareness, image image Branding and brand loyalty have a positive relationship on consumer behavior, and brand associations and brand personality have a positive effect on consumer attitudes toward generalized branding; The research findings also confirm the effect of gender on their attitudes toward generalized branding. Also with the results of Zhao et al. (2017) who examined the relationship between location brand strategy, trust between trust and brand performance and showed that each of the location brand strategies (rules, norms, and cultural recognition) had a positive impact.

They have inter-company trust. The relative prediction of these dimensions in inter-firm trust also reaches a certain order. Cultural cognitive strategy can not only directly counteract inter-firm trust, but also reduce the regulatory and normative strategic effects on negative trust. Finally, the company's internal trust has a positive effect on brand performance, alignment. Also with the results of Froudi (2019) research that developed a multifunctional measurement of brand structure using literature review and analysis of primary data and showed that the brand effect includes the dissemination of its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment.

It is explained that increasing the importance and value of achieving and maintaining a good reputation for the company among managers, leads to their efforts to create a reputation system for their company. Reputation is a concept that is closely related to brand attitude; In other words, companies gain attitudes toward their brand through their behaviors that form the basis of a strong reputation. If the stakeholders do not believe in the merits of that company, the company will never have such a strong reputation. Marketers believe that the key element that has a great impact on customers' buying decisions, Their understanding of the role of the organization in society and how they treat their stakeholders and stakeholders. The company's brand is a key element of the company's reputation. But the bottom line is that a company has different mental images and can also have multiple brands; In contrast, a company's reputation reflects the overall appeal of a company to all its components, including employees, customers, investors, reporters, and the general public; Thus, the company's reputation integrates the mental images that people have of the

company and shows the company's image and position in front of competitors.

H5: Brand reputation has a significant effect on understanding the direction of business relations among hotels in Isfahan.

The value of t-statistic for the effect of brand reputation on understanding the orientation of business relations is 1.276 and the value of p-value is equal to 0.203. Business relationships have no effect. The results of the present study with the results of Safizadeh et al. (1398) who examined the effect of brand, brand awareness, brand attitude and brand reputation on the brand performance of the insurance industry and showed that brand brand has a direct relationship with brand attitude and brand awareness. It is also significant. There is also a positive and direct relationship between brand awareness and brand reputation, between brand reputation and brand performance. But there is no relationship between brand attitude and brand reputation, there is alignment. Also with the results of Froudi (2019) research that developed a multifunctional measurement of brand structure using literature review and analysis of primary data and showed that the brand effect includes the dissemination of its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment.

H6: Understanding the orientation of business relationships has a significant effect on brand performance among hotels in Isfahan.

The value of t-statistic for the effect of perceiving business relationship orientation on brand performance is 6.653 and the p-value value is 0.000 Given that t-statistic is greater than 1.96 and p-value values are less than 0.05, so understanding business relationship orientation is Brand performance has a significant impact. On the other hand, the value of the relevant factor is equal to 0.467, which due to its positive relationship between the two variables of perception of business relationship orientation and direct brand performance, ie with increasing understanding of business relationship orientation, brand performance improves.

The results of the present study with the results of BeikMohammadi and Ali Akbari (1398) who studied the effect of brand orientation on brand performance with respect to the mediating role of brand reputation and showed that brand orientation has a direct, positive and significant effect on brand performance and brand reputation. Brand reputation also has a direct, positive and significant effect on brand performance. Also with the results of Froudi research (2019) Who developed a multifunctional measure of brand structure using literature review and initial data analysis, showing that

the brand effect involves disseminating its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment.

This explains why the tourism literature shows an increasing interest in the role of relationship marketing in a company's brand strategy and performance. From a profitability perspective, the impact of relationship marketing strategies on brand performance results is important because it helps firms develop brand communication strategies based on what really matters to consumers. The basic tenets of brand relationship theory assume that consumers use a brand to be able to treat it as a relationship partner. Relationship orientation represents "a set of informal promises for the future benefits of the relationship." Relationship orientation is often cited as a major driver of consumer loyalty. Relationship marketing theory suggests that consumers who have a strong relationship with a company, from a branding perspective, positive consumer evaluation of a company's business relationships leads to stronger loyalty and emotional commitment, a brand's desire and commitment to communicate with Consumers show themselves beyond barter. When consumers realize that a hotel is committed to maintaining and developing relationships with them, they establish a close relationship with the hotel. This, in turn, creates more favorable hotel responses in terms of a stronger intention to revisit the hotel and spend more to support the hotel. Consumer commitment to the hotel is also expected to be strengthened by increasing the level of understanding of the orientation of a hotel's business relationship, and a stronger share of brand performance and appeal will be shown.

H7: Brand signature has a significant effect on brand performance due to the mediating role of understanding the direction of business relations between hotels in Isfahan.

Path analysis is used to examine the effect of brand signature on brand performance by mediating the understanding of the orientation of business relationships. Thus, the variable of brand performance is considered as a dependent variable and brand signature and understanding the orientation of business relations is considered as an independent variable in the multiple regression model; As can be seen in the table below, according to p values equal to 0.12, the effect of brand signature on brand performance is not confirmed, but the effect of understanding the relationship of business relations on brand performance with p value of 0.000 is statistically significant at the level of 0.05. Then, using the Sobel mediation test, the mediating role of understanding the orientation of business relations in relation to the impact of brand signature on brand performance is examined; According to Sobel

statistics equal to 1.521 and p-value equal to 0.128, (p-value greater than 0.05) the mediating role of understanding the orientation of business relations in relation to the impact of brand signature on brand performance is not confirmed. The results of the present study are in relation to the results of the research of Kazidi et al. (2018) which examined the extent of customer influence in relation to hotel brands (PBRO) in identifying them with the predicted emotions. They looked at hotel brands, which in turn included items such as wallet share, size, and intention to re-use hotel services for hotel brand performance, and showed that identifying consumer brands and anticipated emotions mediated. The relationship between the orientation of the relationship is perceived by the brand and all variables of brand performance. These effects are mediated in line with consumer involvement in hotel selection. Also with the results of Froudi (2019) research that developed a multifunctional measurement of brand structure using literature review and analysis of primary data and showed that the brand effect includes the dissemination of its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment.

This explains why the value of a brand signature strongly helps to increase the familiarity and understanding of a company and its products or services. In addition, there is a direct relationship between brand signature and consumer awareness, which shows that international companies, communications and managers are responsible for managing and supporting the desired signature in order to achieve the desired reputation in the minds of consumers around the world. Further conclusions can be drawn from this study with respect to the relationship between brand association and brand belief (consumer awareness) brand reputation and brand performance. Finally, this study provides a comprehensive understanding of the concept of optimal brand signature and its implications (brand attitude, brand awareness, brand credibility, and brand performance). Although not every organized organization can fully represent all sectors, according to researchers such as Churchill (1999), research with general validity extends to the population and to all international sectors. Therefore, the findings of this study can be generalized to other industries. H8: Customers' awareness of the brand has a significant effect on brand performance due to the mediating role of business relations between hotels in Isfahan.

Path analysis is used to examine the effect of customer awareness of the brand on brand performance with respect to the mediation of understanding the

orientation of business relationships. Thus, the variable of brand performance is considered as a dependent variable and customers' awareness of the brand and understanding the orientation of business relationships as an independent variable in the multiple regression model; As can be seen in the table below, considering the p values of 0.000, the effect of customers' brand awareness and understanding of business relationship orientation on brand performance is statistically significant at the level of 0.05. Then, using the Sobel mediation test, the mediating role of understanding the orientation of business relations in relation to the impact of customer awareness of the brand on brand performance was investigated; Considering the value of Sobel statistics equal to 3.277 and the value of p-value equal to 0.001 (p-value <0.05), the mediating role of understanding the orientation of business relations in relation to the effect of customers' brand awareness on brand performance can be significantly confirmed.

The results of the present study with the results of Amin Beidakhti and DoostMohammadi (1398) in a study entitled "The effect of hotel brand equity dimensions on brand attitude and willingness to reuse welfare services with the role of moderating brand performance (Case study: Semnan hotel customers)" to investigate the impact of equity dimensions The hotel brand focused on the attitude towards the brand and the desire to reuse the welfare services with the role of moderating the brand performance among the customers of Semnan hotels.

To do this, a questionnaire was distributed among 384 members of the study sample through available sampling. The results of data analysis showed that the dimensions of brand equity, ie (perceived quality, brand awareness, brand image and brand loyalty) affect brand attitude and the desire to reuse. While the results showed that brand performance has a moderating role in the relationship between brand attitude and willingness to reuse; It has alignment. Also with the results of Froudi (2019) research that developed a multifunctional measurement of brand structure using literature review and analysis of primary data and showed that the brand effect includes the dissemination of its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment.

This explains why in a competitive environment, successful companies will be able to differentiate themselves from competitors and create a desirable and unique position in the minds of their consumers. In fact, innovation in goods and services and technical superiority will not necessarily lead to sustainable and long-term competitive advantage; Because these benefits can often be imitated and copied. The

company's reputation is a lasting competitive advantage for the company and its products because it is difficult to create, imitate and replace, and is an important factor in attracting customers; And it is not guaranteed, unless it has been upgraded by the customer. Reputation as an intangible resource leads to competitive advantage. the fame; It has created many benefits for companies in the field of marketing, human resources and financial resources in the global competitive market. A good reputation for the company is useful in: delaying the reaction of competitors in the industry; Attracting large amounts of capital and superior quality in the stock market; Maintain employee confidence; Benefit from the costs incurred in introducing and supporting new products; To provide the ground for its development; Help create a good strategy for participating in critical situations.

H9: Brand reputation has a significant effect on brand performance due to the mediating role of business relations between hotels in Isfahan. Path analysis is used to examine the impact of brand reputation on brand performance with respect to the mediation of understanding the orientation of business relationships. Thus, the variable of brand performance is considered as a dependent variable and brand reputation and understanding the orientation of business relations as an independent variable is considered in the multiple regression model; As can be seen in the table below, considering the p values of 0.000, the effect of brand reputation and understanding the orientation of business relationships on brand performance is statistically at the level of 0.05. It is meaningful. Using the Sobel mediation test, the mediating role of understanding the orientation of business relationships in relation to the impact of brand reputation on brand performance was investigated; According to Sobel statistics equal to 4.303 and p-value equal to 0.000 (p-value <0.05), the mediating role of understanding the orientation of business relations can be significantly confirmed.

The results of this study with the results of Ebrahimi et al. (2017) which examined the effect of internal branding on brand performance by explaining the role of identity, commitment and loyalty to the brand and showed that internal branding positively attitudes and behavioral aspects of employees in delivery And it affects the fulfillment of brand promises to customers. Since employee commitment to the brand has a significant relationship with employee brand performance, it was confirmed as a mediating factor influencing the relationship between internal branding and employee brand performance; It has alignment. Also with the results of Froudi (2019) research that developed a multifunctional measurement of brand structure using literature review and analysis of primary data and showed that the brand effect includes

the dissemination of its dimensions; Brand attitude with two components (brand and brand belief); Brand awareness includes brand awareness and brand recognition; It has alignment. Also, with the results of Feyz et al.'s (2015) research that examined the effect of the tendency to use online social networks on brand performance with emphasis on customer-based brand equity, and showed that between the tendency to use valuable online social networks Customer-based brand specificity, there is a positive relationship. But there is no significant relationship between the tendency to use online social networks and brand performance in the market. There is also a positive relationship between customer-based brand equity and brand performance in the market.

Also with the results of Moghaddasi and Moradi (2015) research that examined the effect of market-oriented role in improving the performance of the national shoe brand in international markets and the results of the study show a significant effect of variables on brand performance that international branding is the most The effect and the variable of marketing orientation have the least effect on the variable of brand performance, it is aligned. Also with the results of Ghasemi and DarzbanAzizi (2013) who identified the effects of brand orientation on brand performance (brand awareness, brand image, brand loyalty) and financial performance of the company and showed that brand orientation has a direct and positive effect on brand differentiation and brand performance and Also, brand performance has a direct and positive effect on the company's financial performance. Also with the results of O'Neill et al.'s (2015) study that examined the revenue and growth performance and franchise strategy at the hotel brand level and showed that guest satisfaction is a key factor for brand growth, while the positive effect of guest satisfaction on Brand revenue performance is affected by the amount of licensing per brand.

It is explained that brand reputation is a consequence of the company's brand identity and the obligations that the company offers and develops; As well as the empirical achievements from which consumers make commitments. Brand reputation, especially in segments that potential customers can not Easily understand the quality of products and services, the main factor determining the quality of products and services that comes with the brand. Consumers expect that the products produced today by a brand have the same quality as the products produced in the past. On the other hand, consumer behavior has been one of the most important issues for marketing researchers in recent decades. Today, the consumer is considered as the key to the success or failure of a company, so understanding consumer behavior is very important. But the mistake that many managers make is to assume

that it is only the characteristics of the product or service provided to the customer that determine success in a competitive market. They are unaware of the important point that in the middle of the market, it is the brands that demand competition, not products and services.

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