

## A Study of the Attractiveness Factors of an Organization's Brand from the Viewpoints of the Staff Based on "Age, Sex, Experience, and Employment Conditions" Variables (A Case Study: Refah Bank)

Dr. Niloofar Emankhan<sup>1,\*</sup>, Seyed Ali Derogar Kasmaei<sup>2</sup>

<sup>1</sup>Professor Assistant, Department of Management, Firozkooh Branch, Islamic Azad University, Firozkooh, Iran

<sup>2</sup>Department of Management, Firozkooh Branch, Islamic Azad University, Firozkooh, Iran

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### ABSTRACT

The aim of the present research is to investigate the factors contributing in the attractiveness of an organization's brand from the staff's point of view based on "age, sex, working experience, & education" variables (a case study: Refah Bank). The method used in this research is, in terms of the research methodology, a descriptive-surveying method; while, in terms of the research goal, it is an applied method. The statistical society of this research, which consists of Tehran Refah Bank staff, includes 2400 individuals at the time of the research. 331 individuals of this society were chosen as the research sample using Georges-Morgan sample volume determination table. Since there wasn't equal availability, in equal and similar conditions, to all the members of the statistical society, the staff of Tehran Refah Bank was selected as the research sample through the sampling method. Data collection (gathering information) was done through "Esra Alniacik" and "Umit Alniacik" questionnaires (year 2012 in Turkey). In order to determine the questionnaire's perpetuity the Kronbach alpha coefficient was calculated as 0.725 which indicates a desirable perpetuity. Clomogrov-Smerionov test, independent t-test, and Anova test were used for analyzing the research data. The results showed that there is a meaningful difference between the staff's understandings and perceptions of the attractiveness of the organization's brand based on age & sex and the staff's working experience.

**KEYWORDS:** staff's perceptions, brand, Refah Bank, demographic variables

### INTRODUCTION

In common models of trademarks and brands, the special value of the brand is defined and evaluated by the economic function in financial periods. Today there is a growing interest in researches on the ethics of marketing, social issues, and social power. The trademarks and brands are very common in many aspects of the human life. These brands influence the culture and lifestyle and can even represent them. They are penetrating into the personal lives of the people and may bring under effect the values, beliefs, policies, and even people's souls. Creating a brand has been developed beyond mere marketing and advertisement and has got an economic structure as well as a social structure (Chirani & Khadang; 2009-2010). One of the important factors which can improve the quality of the services is internal marketing. Indeed internal marketing is an important activity in developing a customer-oriented organization. The main goal of the internal marketing is to develop the awareness and knowledge of the internal and external customers and to remove the duty obstacles in the path of valuating the service quality and organizational effectiveness. The internal marketing views the staff as internal customers and the jobs (professions) as internal products and is focused on proper internal relations between the individuals in all the organizational levels, so it creates a service-oriented and customer-oriented approach among the staff to connect with the customers. Foreman & Money (1995) stated that when an organization has a chain of internal offers including internal customers and offer-makers, the organization management should consider the organization as a market. This idea expresses that the organization, through satisfying the internal customers' needs, gains a better position to provide high quality services to the external customers. Therefore, the internal marketing is an important activity in developing a customer-oriented organization whose main goal is to develop the awareness and knowledge of the internal and external customers and to remove the duty obstacles in the path of organizational effectiveness (Tabatabaei & Akhavan, 2010).

In recent years, banks have been facing many challenges the most important of which is to extend the range of competition and to upgrade the customers' knowledge, but it appears that they haven't compiled an ordered and codified approach for recognizing and understanding their customers, satisfying their needs, and preventing the customers' tendency to other banks (Dehdashti et al. 2010). Today the organizations are working in a dynamic,

<sup>1</sup>**Corresponding author:** Dr. Niloofar Emankhan, Professor Assistant, Department of Management, Firozkooh Branch, Islamic Azad University, Firozkooh, Iran

ambiguous, and variable environment. One of the most outstanding features of the present age is the prodigious and continuous changes occurring in the social and cultural conditions (such as changes in thoughts, ideology, and social values) as well as political, technological, and supranational conditions (Kordnaeij, 2004).

Many researches have investigated the special value of the organization’s brand from the viewpoint of the customers and consumers but there are few researches studying the factors of attractiveness of an organization’s brand from the staff’s point of view. What necessitates the present research is the fact that no similar work has been done in Refah Bank, whereby, this research is done due to this point. The results of this research can be applied by the Refah Bank managers to achieve the organization’s goals in preparing programs of attracting and motivating the staff with more effectiveness. The lack of such a research in Refah Bank necessitates performing the present study.

The research model is taken from Esra Alniacik & Umit Alniacik studies performed in 2012 in Turkey, and is used in the present research with little changes.

**Research goals**

- Studying the organization’s brand attractiveness from the viewpoint of the staff regarding the staff’s age
- Studying the organization’s brand attractiveness from the viewpoint of the staff regarding the staff’s sex
- Studying the organization’s brand attractiveness from the viewpoint of the staff regarding the staff’s experience
- Studying the organization’s brand attractiveness from the viewpoint of the staff regarding the staff’s education

**Research hypotheses**

- 1- There is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their age.
- 2- There is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their sex.
- 3- There is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their experience.
- 4- There is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their education.

**Research scope**

Thematic scope (subject scope): the thematic or subject scope of this research includes the value of the employer’s brand and the internal marketing discussions.

Time scope: the data related to the research variables is collected in 2014, September & October.

Location scope: the location scope of this research is city of Tehran.

**Research method**

The method used in this research for data collection and gathering information is field-library method.

**Table 1: correspondence of the research variables with the questions**

Variables	Questions
<b>Social value</b>	1-Working in Refah Bank has taught me some experiences which will be effective on my social successes. 2-I feel a sense of belonging to Refah Bank. 3-Because of working for Refah Bank I have a good feeling about myself. 4-I feel that I’m approved by the Refah Bank managers. 5-In Refah Bank I can feel the job security. 6-In this organization I have the opportunity (or opportunities) for improvement, progress, and upgrading. 7-I can easily connect with the senior officials and managers in the bank.
<b>Market value</b>	1-Bank provides innovations in offering new services packages to the staff and customers. 2-Refah Bank services are of a high quality. 3-Refah Bank is a customer-oriented bank.
<b>Economic value</b>	1-My salary and additional payments are high in comparison with other similar organizations. 2-Salary and rewards of the bank are attractive for me.
<b>Program value</b>	1-In Refah Bank there is opportunity to present the experiences and teachings to each other. 2-The results of activities and functions of the bank are useful for the society and customers.
<b>Cooperation value</b>	1-The staff’s experiences are continuously and alternatively transferred between the offices and various departments of the bank. 2-The behavior of the colleagues are based on respect and encouragement.
<b>Work environment</b>	1-Our working environment is nice and lovely. 2-We work in an exciting environment.

In the present research the statistical society consists of Tehran Refah Bank staff and includes 2400 individuals at the time of the research.

Since the volume of the under-study society includes 2400 people, 331 individuals were chosen as the sample using Georges-Morgan sample volume determination table. An available method was selected as the sampling method because of the lack of a similar availability of the sampling method for all of the statistical society members.

In order to determine the perpetuity of the research questionnaire, 30 questionnaires were initially distributed among the statistical sample members and then, using SPSS software, the coefficients of each variable and the whole questionnaire were calculated. Since all the coefficients are higher than 0.7, it can be concluded that the questionnaire has got the required perpetuity.

In the inferential statistics section, we have used Clomogrov-Smerionov test to examine the data normality, independent t-test to examine the two independent societies (male & female), and Anova test to examine multiple independent societies by means of SPSS21 software.

## Data analysis

### Descriptive data analysis

In this section, the distribution of the under-study individuals has been presented in terms of demographic features.

The frequency distribution of the under-study individuals' sex is indicated in table 2.

**Table 2: frequency distribution of the respondents' sex**

Sex	Frequency	Frequency percentage	Collective frequency percentage
Male	188	56.8	56.8
Female	143	43.2	100
Total	331	100	-

According to the table 2, 56.8% of the respondents are male and 43.2% of them are female. So it can be concluded that a higher percentage of the respondents are male.

The frequency distribution of the respondents' age is indicated in table 3.

**Table 3: frequency distribution of the respondents' age**

Age	Frequency	Frequency percentage	Collective frequency percentage
Less than 30	48	14.6	14.6
31 to 35	77	23.4	38
36 to 40	106	32.2	70.4
41 to 45	71	21.6	91.8
More than 46	27	8.2	100
Unanswered	2	-	-
Total	331	100	-

In table 3 we can observe that 14.6% of the respondents are less than 30, 23.4% are between 31 and 35, 32.2% are between 36 and 40, 21.6% are between 41 and 45, and 8.2% are more than 46 years old. So it can be concluded that a higher percent of the respondents are between 36 to 40 years old.

The frequency distribution of the under-study individuals' employment status is indicated in table 4.

**Table 4: frequency distribution for the respondents' commitment status (employment)**

Employment status	Frequency	Frequency percentage	Collective frequency percentage
Full-time	331	100	100
Total	331	100	-

Table 4 shows that all of the respondents' employment status is fulltime.

Frequency distribution of the under-study individuals' years of employment is indicated in table 5.

**Table 5: frequency distribution for the respondents' years of employment**

Years of employment	Frequency	Frequency percentage	Collective frequency percentage
Less than 10 years	73	22.1	22.1
11 to 20 years	191	57.7	79.8
21 to 30 years	67	20.2	100
Total	331	100	-

According to the table 5, it is observed that, as for the respondents' years of employment, 22.1% is less than 10, 57.7% is between 11 and 20, 20.2% is between 21 and 30 years. Thus it can be concluded that a high percent of the respondents' years of employment is between 11 to 20 years.

The frequency distribution of the under-study individuals' education level is indicated in table 6.

**Table 6: frequency distribution for the respondents' education**

Education level	Frequency	Frequency percentage	Collective frequency percentage
Diploma	20	6.2	6.2
Associate degree	38	11.7	17.9
BA	152	41.9	64.8
MA	107	33	97.8
Doctorate	7	2.2	100
Unanswered	7	-	-
Total	331	100	-

In table 6 it is observed that among the respondents, 6.2% have diploma, 11.7% have associate degree, 41.9% have BA, 33% have MA, and 2.2% have doctorate. So it can be concluded that a high percent of the respondents have BA degree.

### Inferential statistics and hypotheses testing

In this section we will consider the suggested hypotheses and testing the statistics used in the research to examine the correctness or incorrectness of the hypotheses, in terms of statistics, through analyzing the findings.

### Investigation of the data normality using Clomogrov-Smerionov test

In order to use statistical methods, first it should be recognized that whether the collected data has normal distribution or not because if the data distribution is normal we can use parametric tests for testing the hypotheses, but in case of abnormality the non-parametric test should be used. So in this step, we first examine the results of the test related to each variable and then, according to the results, use an appropriate test to examine the correctness or incorrectness of the research hypotheses.

### Hypothesis test

$H_0$  : data is normal (data is obtained from a normal society).

$H_1$  : data is not normal (data is not obtained from a normal society).

If the meaningfulness level (sig) is bigger than the error value 0.05, the hypothesis  $H_0$  will be concluded and if the meaningfulness level is smaller than the error value 0.05, then the hypothesis  $H_1$  will be concluded.

**Table 7: examination of data normality**

Variable	Meaningfulness level (sig)	Clomogrov-Smerionov Z	Conclusion
Staff's perceptions of the organization's brand attractiveness	0.737	0.684	Normal
Age	0.717	0.697	Normal
Sex	.577	0.780	Normal
Staff's experience	0.942	0.529	Normal
Education level	0.056	1.145	Normal

Since the value of the meaningfulness level for the variables, staff's perceptions of organization's brand attractiveness, age, sex, experience, & education, is bigger than the error value 0.05 (sig>0.05), the  $H_0$  is concluded; this means that the above-mentioned variables are normal.

### Research hypotheses testing

If a variable is normal we can use parametric tests and in case of abnormality we are not allowed to use parametric tests and, instead, we should use non-parametric ones. For investigating the research hypotheses, because of the normality of the above-mentioned variables, we use parametric tests; thus, with regard to the hypotheses, the independent t-test and Anova test are used.

**Hypothesis 1:** there is a meaningful difference between the staff's perceptions of the organization's brand attractiveness regarding the staff's age

To investigate the hypothesis 1 we use Anove test.

**Hypothesis testing:**

$H_0$  : the staff’s perceptions of the organization’s brand attractiveness, regarding the staff’s age, are the same.

$H_1$  : the staff’s perceptions of the organization’s brand attractiveness, regarding the age, are not the same.

If the value of the meaningfulness level (sig) is bigger than the error value 0.05 the  $H_0$  will be concluded and if the value of the meaningfulness level is smaller than the error value 0.05 the  $H_1$  will be concluded.

**Table 8: Anova test for investigating hypothesis 1**

	Sum of squares	Freedom degree	Average square	f-statistic	Meaningfulness level
<b>Intergroup</b>	45.828	4	11.457	17.29	0.000
<b>Intragroup</b>	217.980	324	0.673	-	-
<b>Total</b>	263.808	328	-	-	-

According to the table 8, since the value of the meaningfulness level is equal to 0.000 (sig=0.000), i.e. smaller than 0.05 (sig<0.05), the  $H_0$  is rejected and the  $H_1$  is concluded; that is, the staff’s perceptions of the organization’s brand attractiveness regarding their age are not the same. Therefore, the researcher’s claim is proved which means that there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their age.

In order to examine the staff’s perceptions of the organization’s brand attractiveness regarding their age we use LSD test.

**Table 9: multiple comparison**

High level	Low level	sig	Average deviation error	Average (I-J) difference	(I)Age	(J)Age
0.0995	-0.4940	0.192	0.15084	-0.19728	35-31	Below 30
-0.1226	-0.6841	0.005	0.14270	-0.40337	40-36	
-0.4485	-1.0516	0.000	0.15327	-0.75003	45-41	
-1.0158	-1.7922	0.000	0.19732	-1.40397	>46	
0.4940	-0.0995	0.192	0.15084	0.19728	Below 30	35-31
0.0355	-0.4477	0.094	0.12282	-0.20609	40-36	
-0.2872	-0.8182	0.000	0.13496	-0.55275	45-41	
-0.8458	-1.5676	0.000	0.18345	-1.20669	>46	
0.6841	0.1226	0.005	0.14270	0.40337	Below 30	36-40
0.4477	-0.0355	0.094	0.12282	0.20609	35-31	
-0.0992	-0.5941	0.006	0.12579	-0.34666	45-41	
-0.6527	-1.3485	0.000	0.17682	-1.00060	>46	
1.0516	0.4485	0.000	0.15327	0.75001	Below 30	45-41
0.8182	0.2872	0.000	0.13496	0.55275	35-31	
0.5941	0.0992	0.006	0.12579	0.34666	36-40	
-0.2891	-1.0188	0.000	0.18545	-0.65394	>46	
1.7922	1.0158	0.000	0.19732	1.40397	Below 30	>46
1.5676	0.8458	0.000	0.18345	1.20669	35-31	
1.3485	0.6527	0.000	0.17682	1.00060	36-40	
1.0188	0.2891	0.000	0.18545	0.65394	45-41	

According to the table 9, since the value of the meaningfulness level between the “less than 30 year-old group” and “36-40, 41-45, & more than 45 year-old groups” is smaller than 0.05 (sig<0.05), then the staff’s perceptions of the organization’s brand attractiveness in “less than 30 year-old group” are not the same as the perceptions in other groups. Furthermore, because the upper and lower limits of the average perceptions of the “less than 30 year-old group” are both negative, then the perceptions of this group are less than other groups’ perceptions. Also, since the value of the meaningfulness level between the “less than 30 year-old group” and “41-45 & more than 45 year-old

groups” is smaller than 0.05 (sig<0.05), the staff’s perceptions of the organization’s brand attractiveness in the “less than 30 year-old group” are not the same as those perceptions in “31-35, 41-4, & more than 45 year-old groups” and because the upper and lower limits of the average perceptions in the “36-40 year-old group” are both negative, then the perceptions of the “31-35 year-old group” are less than the “41-45 & more than 45 year-old groups”. Because the value of the meaningfulness level between the “36-40 year-old group” and the “less than 30, 41-45, & more than 45 year-old groups” is smaller than 0.05 (sig<0.05), the staff’s perceptions of the organization’s brand attractiveness are not the same in “36-40 year-old group” and “less than 30, 41-45, and more than 45 year-old groups”; besides, since the lower and upper limits of the perceptions in “36-40 year-old group” are both negative relative to “41-45 & more than 45 year-old groups”, then the perceptions of the “36-40 year-old group” is less than “41-45 & more than 45 year-old groups”. And respectively, the perceptions of the “41-45 & more than 45 year-old groups” are more than the perceptions of the other groups. So, on the whole, we can conclude that the average perceptions of the “less than 30 year-old group” are less than “31-35, 41-45, & more than 46 year-old groups”, the average perceptions of the “31-35 year-old group” are less than the “41-45 & more than 46 year-old groups”, and the perceptions of the “41-45 year-old group” is less than the “more than 46 year-old group”.

**Hypothesis 2:** there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their sex.

In order to examine the hypothesis 1 we use the independent t-test.

**Hypothesis testing:**

**H<sub>0</sub>** : the average of the staff’s perceptions of the organization’s brand attractiveness is the same in the male and female staffs. (**H<sub>0</sub>**:  $\mu_f = \mu_m$ )

**H<sub>1</sub>** : the average of the staff’s perceptions of the organization’s brand attractiveness is not the same in the male and female staffs. (**H<sub>1</sub>**:  $\mu_f \neq \mu_m$ )

The test result has two outputs. The first output (table 10) is the descriptive statistics related to both samples (male & female) in which the number of data and descriptive indices of the variable *perceptions of the organization’s brand attractiveness* is shown separately with regard to the two groups of males and females.

**Table 10: descriptive statistics related to two samples of the hypothesis 2**

Sex		Number	Average	Standard deviation	average standard error
perceptions	Males	188	4.81	0.909	0.0663
	Females	143	4.31	0.808	0.0676

In table 10, it is observed that the number of the male staff is 188 and female staff is 143. Also the average of perceptions of the organization’s brand attractiveness in male staff equals to 4.81 while in female staff this average is equal to 4.31.

The second output, table 11, which is related to the inferential statistics, includes the test results and has two parts: the first part considers the variance equality test for two societies and the second part provides the results of this test for both equality and inequality of the variance.

**Table 11: test of average comparison for two societies of the hypothesis 2**

	f-statistic	Meanfulness level	t-statistic	Freedom degree	Meanfulness level	confidence distance95%	
						Lower limit	Upper limit
Variance equality	7.845	0.005	5.136	329	0.000	0.30473	0.68307
			5.219	321.007	0.000	0.30770	0.68010
Variance inequality							

The statistical hypotheses related to the variance equality test of the two societies (**Levene** test) are as follows:

**H<sub>0</sub>** : the variances of two societies are the same. (**H<sub>0</sub>**:  $\delta_f^2 = \delta_m^2$ )

**H<sub>1</sub>** : the variances of two societies are not the same. (**H<sub>0</sub>**:  $\delta_f^2 \neq \delta_m^2$ )

If the value of the meaningfulness level is bigger than the error value 0.05 the **H<sub>0</sub>** will be concluded but if the value of the meaningfulness level is smaller than the error value 0.05 the **H<sub>1</sub>** will be concluded. Since the value of

the meaningfulness level related to the Levene test is equal to 0.005 and smaller than the error value 0.05 (sig<0.05), then the  $H_0$  is rejected and the  $H_1$  is concluded, this means that the variances of the two societies are not the same. So the information in the second line should be examined. As previously stated, the statistical hypotheses related to the average equality of the two societies are as follows:

$H_0$  : the averages of the perceptions of the organization’s brand attractiveness in both male and female staffs are the same. ( $H_0 : \mu_f = \mu_m$ )

$H_1$  : the averages of the perceptions of the organization’s brand attractiveness in male and female staffs are not the same. ( $H_0 : \mu_f \neq \mu_m$ )

Since the meaningfulness level of the average equality test, supposing the variance equality, is equal to 0.000 (sig=0.000) and smaller than the error value 0.05 and the value of the t-statistic absolute value is equal to 5.219 and bigger than the table value 1.96, then the  $H_1$  is concluded which means that the averages of the perceptions of the organization’s brand attractiveness in male and female staffs are not the same. Thus the researcher’s claim is proved; that is, there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their sex. Also regarding that the upper and lower limits of the average in the 95-percent confidence distance are positive, then the average difference of the two societies is bigger than zero and consequently the average of the first society (male staff) is bigger than the second society’s average (female staff). In other words:

$$\mu_1 - \mu_2 > 0 \rightarrow \mu_1 > \mu_2$$

This means that the average of the perceptions of the organization’s brand attractiveness in the male staff is bigger than that in female staff.

**Hypothesis 3:** there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their experience.

In order to examine the hypothesis 3 we use the Anova test.

**Hypothesis testing:**

$H_0$  : the staff perceptions of the organization’s brand attractiveness regarding their experience are the same.

$H_1$  : the staff’s perceptions of the organization’s brand attractiveness regarding their experience are not the same.

If the value of the meaningfulness level (sig) is bigger than the error value 0.05, the  $H_0$  will be concluded but if the value of the meaningfulness level is smaller than the error value 0.05 then the  $H_1$  will be concluded.

**Table 12: Anova test for examining the hypothesis 3**

	Squares sum	Freedom degree	Average square	f-statistic	Meaningfulness level (sig)
<b>Intergroup</b>	23.554	2	11.777	15.873	0.000
<b>Intragroup</b>	243.456	328	0.742	-	-
<b>Total</b>	266.910	330	-	-	-

According to table 12, since the value of the meaningfulness level is equal to 0.000 (sig=0.000) and smaller than 0.05 (sig<0.05) then the  $H_0$  is rejected and the  $H_1$  is concluded. This means that the staff’s perceptions of the organization’s brand attractiveness regarding their experience are not the same. Thus the researcher’s claim is proved; that is, there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their experience.

In order to examine the staff’s perceptions of the organization’s brand attractiveness regarding their experience we use LSD test.

**Table 13: multiple comparisons**

Years(J)	years(I)	Average difference(I-J)	Average standard error	Sig	Lower limit	Upper limit
<b>Less than10</b>	<b>11-20</b>	-0.24878	0.11852	0.037	-0.4819	-0.0156
	<b>21-30</b>	-0.79610	0.14573	0.000	-1.0828	-0.5094
<b>11-20</b>	<b>less than10</b>	0.24878	0.11852	0.037	0.0156	0.4819
	<b>21-30</b>	-0.54733	0.12260	0.000	-0.7879	-0.3067
<b>21-30</b>	<b>less than 10</b>	0.79610	0.14573	0.000	0.5094	1.0828
	<b>11-20</b>	0.4733	0.12230	0.000	0.3067	0.7879

According to table 13, since the value of the meaningfulness level between the “less than 10years group” and the “11-20, & 21-30 years groups” is smaller than 0.05 (sig<0.05), the staff’s perceptions of the organization’s brand attractiveness in these groups are not the same; besides, since the lower and upper limits of the average perceptions in the “less than 10 years group” are both negative, then the perception of this group is less than the “11-20 & 21-30 years groups” perceptions.

Because the value of the meaningfulness level between the “11-20 years group” and the “21-30 years group” is smaller than 0.05 (sig<0.05), the staff’s perceptions of the organization’s brand attractiveness in the “11-20 years group” and the “21-30 years group” are not the same; meanwhile, since the upper and lower limits of the average perceptions in the “11-20 years group” are both negative, then the perceptions of the “11-20 years group” are less than the “21-30 years group”.

Therefore it can be concluded that the staff’s average perceptions of the organization’s brand attractiveness in the “21-30 years group” is more than the “11-20 years group” and in the “11-20 years group” is less than the “less than 10 years group”.

**Hypothesis 4:** there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their education.

In order to examine the hypothesis 4 we use the Anova test.

**Hypothesis test:**

$H_0$  : the staff’s perceptions of the organization’s brand attractiveness regarding their education are the same.

$H_1$  : the staff’s perceptions of the organization’s brand attractiveness regarding their education are not the same.

If the value of the meaningfulness level (sig) is bigger than the error value 0.05 the  $H_0$  will be concluded but if the value of the meaningfulness level is smaller than the error value 0.05 then the  $H_1$  will be concluded.

**Table 14: Anova test for examining the hypothesis 4**

	Squares sum	Freedom degree	Average square	f-statistic	Meaningfulness level (sig)
<b>Intergroup</b>	3.991	4	0.998	1.248	0.290
<b>Intragroup</b>	255.025	319	0.799		
<b>Total</b>	259.016	323			

According to table 14, since the value of the meaningfulness level is equal to 0.290 (sig=0.290) and bigger than 0.05 (sig>0.05), the  $H_0$  is concluded which means that the staff’s perceptions of the organization’s brand attractiveness regarding their education are the same. Therefore the researcher’s claim is not proved; that is, there is not a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their education.

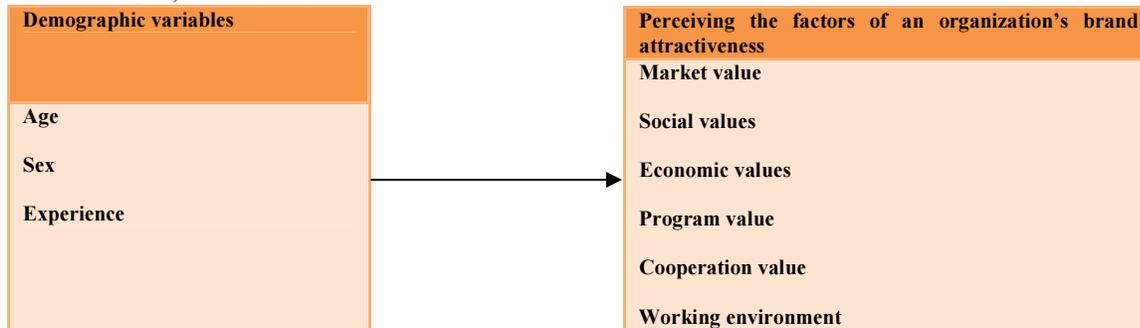
A summary of the results obtained from the hypotheses testing is indicated in table 15.

**Table 15: a summary of the hypotheses testing results**

Hypothesis	Test result
1- there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their age	Hypothesis proved
2- there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their sex	Hypothesis proved
3- there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their experience	Hypothesis proved
4- there is a meaningful difference between the staff’s perceptions of the organization’s brand attractiveness regarding their education	Hypothesis rejected

**Research final model**

On the whole, the final model of the research based on the effective variables is:



## CONCLUSIONS

### **Hypothesis-1 conclusion:**

There is a meaningful difference between the staff's perceptions of the organization's brand attractiveness regarding their age. Since the value of the meaningfulness level is equal to 0.000 and smaller than 0.05, the  $H_0$  is rejected and the  $H_1$  is proved. This means that the staff's perceptions of the organization's brand attractiveness regarding their age are not the same. The average of the perceptions of the "less than 30 year-old group" is less than the "31-35, 41-45, & more than 46 year-old groups"; meanwhile, this average in the "31-35 year-old group" is less than the "41-45, & more than 46 year-old groups" averages, but the average of perceptions of the "41-45 year-old group" is more than the "more than 46 year-old group" perceptions average.

### **Hypothesis 2 conclusion:**

There is a meaningful difference between the staff's perceptions of the organization's brand attractiveness regarding their sex. Since the meaningfulness level of the average equality test, supposing the variance equality, is equal to 0.000 and smaller than the error value 0.05 and also since the value of the t-statistic absolute value is equal to 5.219 and bigger than the table value 1.96, then the  $H_1$  is proved; that is, the average of the staff's perceptions of the organization's brand attractiveness regarding their sex is not the same. Therefore the average of the male staff's perceptions of the organization's brand attractiveness is more than the average of the female staff's perceptions of the organization's brand attractiveness.

### **Hypothesis 3 conclusion:**

There is a meaningful difference between the staff's perceptions of the organization's brand attractiveness regarding their experience. Since the value of the meaningfulness level is equal to 0.000 and smaller than 0.05, the  $H_0$  is rejected and the  $H_1$  is proved. This means that the staff's perceptions of the organization's brand attractiveness regarding their experience are not the same. The average of the staff's perceptions of the organization's brand attractiveness in the "21-30 years group" is more than the "11-20 years group" perceptions average, and also the average of the perceptions in the "11-20 years group" is more than the "less than 10 years group" perceptions average.

### **Hypothesis 4 conclusion:**

There is a meaningful difference between the staff's perceptions of the organization's brand attractiveness regarding their education. Since the value of the meaningfulness level is equal to 0.290 and bigger than 0.05, then the  $H_0$  is proved; that is, the staff's perceptions of the organization's brand attractiveness regarding their education are the same.

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