

عنوان مقاله:

(Effects Of Brand Orientation on Customer Orientation and Employee Behavior (Case of Study : Sports Clothing Stores

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خلاصه مقاله:

Today's organizations are not superior in terms of technology and product differentiation due to rapid changes and intense competition. Meanwhile, the main factor of their success is their human resources. The purpose of this research is to evaluate the effects of brand orientation on customer orientation and employee behavior. The statistical population of this research is all employees of sportswear stores in Mazandaran province. According to Morgan's table, the sample size was equal to 67 people. The sampling method of the present study was a simple random sampling. Then, data has been collected using a questionnaire tool. Using convergent validity, the validity of the research was confirmed. Its reliability was confirmed through Cronbach's alpha test. In this research, the Kolmogorov-Smirnov test was used to determine the normality of the data distribution. The path analysis method was used to test the hypotheses. Data analysis has been done using Excel software and SPSS and PLS software. The results of this research showed that brand orientation has a significant effect on employees' customer orientation and brand-oriented behavior of employees. Employee customer orientation has a significant effect on employee customer orientation behavior. Finally, the customer-oriented behavior of employees has a significant effect on the brand-oriented behavior of employees. It is suggested to the managers and officials of the country that by raising the needs and problems of the customers from the employees in their organization and answering the customers' questions correctly and trying to influence the customers by providing them with the desired information in order to help the customers to achieve their goals. have the necessary

کلمات کلیدی:

brand orientation, brand orientation behavior, customer orientation, customer orientation behavior

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