

Investigating the effect of brand knowledge and relationships based on consumer opinion on purchasing behavior in the food industry (Case study: Agricultural Towns Company of the Ministry of Agriculture Jihad)

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Abstract

The food industry is in a very dynamic environment that requires adaptation and rapid response. Getting to know your customers and their habits, desires and motivations to buy a particular product is very important. This article develops a conceptual model that combines consumer-based brand knowledge and its relationships and shows how consumer-based brand knowledge and relationships affect current and future purchases in the food (grain) industry in the company. Agricultural settlements are affected by the Ministry of Jihad for Agriculture. The food industry is in a very dynamic environment that requires adaptation and rapid response. Proper familiarity with customers and their habits, desires and motivations for purchasing a particular product has become very important. 360 questionnaires were distributed and collected among the customers of the two brands of the Agricultural Towns Company of the Ministry of Jihad Agriculture in Tehran, and the data were analyzed using LISREL software. The results showed how the components of the two variables of knowledge and consumer-based brand relationships relate to each other and to the current and future purchasing behavior of customers. Consumer-based brand has a positive effect on future purchases, and the consumer-based brand mental image variable - which itself is influenced by the consumer-based brand awareness variable - on consumer-based brand trust variables, brand-based satisfaction It has been effective on the consumer and the current purchase, and finally the effect of the variable of trust in the consumer-based brand on the desire for a consumer-based brand was proven. Finally, suggestions for the use of active marketing managers in this field were presented according to the results of this study.

Keywords: Consumer-based brand, consumer-based brand knowledge, consumer-based brand relationships, buying behavior

1- Preface

Thousands of companies now believe that brands are their most valuable asset. Today, in many countries, brand names are among the main organizational assets, and that is why brand management is one of the management positions in the structure of today's organizations and is under the special support of the second management of the Agricultural Towns Company. Researchers of consumer-based branding have provided concepts about consumer-based branding and how it affects customer behavior. Early models focused more on how customers perceived and valued the consumer-based brand and examined knowledge structures (such as awareness, mindset, and personality). Recently, researchers believe that it is important to pay attention to how customers relate to the consumer-based brand and create consumer-based brand communities; A consumer-based brand is built on factors such as how customers think about the consumer-based brand, mindset and awareness, consumer-based brand relationships, quality perception, and other benefits. Brands affect customers not only because of consumer-based brand knowledge in the minds of customers, but also because they are part of a psychosocial-cultural concept. So as customers build personal and intimate relationships with others, so do personal relationships with a consumer-based brand. Consumer-based brand relationships can create cognitive benefits and positive effects and emotions that lead to a link between the consumer and the consumer-based brand (H. and Langer, 2006); If companies can create a place with trust and communication in the minds of customers, they have actually achieved their goal; That is, more people believe in their brand, and thus, without extra effort, the issue will spread to the most remote parts of the market.

Cognitive and perceptual models assume that consumer-based brand knowledge affects the customer response to the consumer-based brand. To achieve this effect, in this study, we consider two aspects of customer behavior: current behavior and future behavior. Current behavior refers to buying a consumer-based brand and using it, and future behavior to buying a consumer-based brand in the future. However, in today's society where

consumers belong more to the consumer-based brand than to the cognitive aspects, in this study, in addition to consumer-based brand knowledge variables, the effect of consumer-based brand relationship variables on purchasing behavior are studied (Singh et al., 2021).

Research on consumer-based brand relationships has offered different perspectives. Brands affect customers not only because of consumer-based brand knowledge in the minds of customers, but also because they are part of a psychosocial-cultural concept. So as customers build personal and intimate relationships with others, so do personal relationships with a consumer-based brand. Consumer-based brand relationships can create cognitive benefits and positive effects and emotions that lead to a link between the consumer and the consumer-based brand (H. and Langer, 2006).

Current research, therefore, addresses these key issues in the food (grain) industry: how emotional and cognitive / perceptual variables are related and how they will affect current and future purchasing behavior; Given the importance of these issues, we seek in this study how consumer knowledge and brand relationships affect customer purchasing decisions in the food industry. The purpose of this study is to develop a conceptual model that combines consumer-based brand knowledge and its relationships and shows how consumer-based brand knowledge and relationships affect current and future purchases in the food industry. Here, we seek to answer the question of how emotional and cognitive / perceptual variables are related and how they will affect current and future buying behavior. We will look at three sets of variables: Consumer-based brand knowledge variables that show how customers perceive and evaluate brands; Consumer-based brand relationship variables that measure the relationship and connection between the customer and the consumer-based brand, and behavioral outcome variables that measure current and future customer behavior.

Brands make it easy for customers to choose, guarantee a certain level of quality, reduce risk and build trust. Brands reflect the overall customer experience of a consumer-based brand and play an important role in determining the effectiveness of marketing efforts. They are also a tool to help the customer when deciding to buy. The value of a consumer-based brand ultimately comes from the words and actions of the customer. It is the customers who decide which consumer-based brand is more valuable than others. The present study seeks to answer the question:

- Does brand-based consumer knowledge and relationships affect purchasing behavior in the food industry and the Agricultural Estates Company of the Ministry of Jihad Agriculture?

2- Literature Review

2-1- Consumer Based Brand

The American Marketing Association defines a consumer-based brand as follows:

- A consumer-based brand; A name, term, mark, mark or design or combination of these is used to identify the goods or services of a seller or a group of sellers and to distinguish these goods or services from the goods or services of competitors.
- In short, a consumer-based brand identifies a seller or manufacturer. A consumer-based brand can be another name, trademark, trademark or other symbol. A consumer-based brand is a vendor's ongoing commitment to providing a set of specific features, benefits, and services to buyers (Gupta et al., 2020).
- A consumer-based brand distinguishes goods and services
- Marketers believe that brand-based branding is the art and foundation of marketing.
- The best brands have quality assurance, but a consumer-based brand can be a symbol of more complex ones. A consumer-based brand can have up to six different meanings:
 - ✓ Features: The first thing that a consumer-based brand comes to mind are special features.
 - ✓ Advantages: A consumer-based brand is more than a set of specific features. Customers are not buying features; they are looking for an advantage. Attributes must be turned into operational or emotional benefits.
 - ✓ Benefits: The consumer-based brand also has something to say about the benefits that the manufacturer offers.

- ✓ Culture: A consumer-based brand may represent a particular culture, such as Mercedes, which is a symbol of German culture.
- ✓ Personality: A consumer-based brand can also visualize a particular personality.
- ✓ Consumer: The consumer-based brand also identifies the type of consumer who buys or uses the product.
- If consumers can visualize the six dimensions of a consumer-based brand, that consumer-centric brand has the necessary depth (Cheung et al., 2020).

From a business perspective, a consumer-based brand is "any name that is used directly to sell goods or services." In addition to a name, the consumer-based brand always offers visual effects; In other words, it is a kind of symbol, design, trademark and also a unique trademark.

- Therefore, the standard definition of a consumer-based brand can be summarized as follows:
 - A consumer-based brand is a name or symbol used to sell a product or service. From a stakeholder perspective, a consumer-based brand is a name or symbol that an organization uses to create value for its stakeholders.
- ❖ One of the best consumer definitions of the Grand and Levy consumer brand was introduced in 1955:
- ✓ A consumer-based brand is a complex symbol that encompasses a wide range of ideas and features. Consumer-based brand not only with its melody (and lexical meaning and concept) but also more importantly with the use of any factor that is somehow associated with it over time and is manifested in society as a social and well-known identity, speak to the customer Says; "A product is something that is produced in a factory, and a consumer-based brand is what a customer buys," Ali et al. (Ali et al., 2020).
 - ✓ Products that are very much in line with consumer needs become consumer-oriented brands (Boyle, 2007).
 - ✓ A consumer-based brand is a summary of identity, originality, characteristics and differences; From the consumer's point of view, the consumer-based brand can be defined as the result of all his previous experiences that are created in all points of contact with the consumer. On the other hand, the consumer-based brand acts as a valid guarantee for the product or service and allows the consumer to clearly identify the products through the value offered (Asake et al., 2008).
 - ✓ A consumer-based brand is what the consumer deeply feels about a particular product, service, or company. People build brands to regulate the hustle and bustle of the environment (Al-Qarabat et al., 2020).

2-2-The Importance of Consumer-Based Brand

- Brands are ubiquitous in the daily lives of consumers; Strong brands lead to higher revenue streams in the short and long term (Bamd & Gauss, 2006).
- Consumer-based branding (creating a consumer-based brand) is the most important part of business today. Business in any field, from banking to toy sales, is ultimately a consumer-based brand of the profession that will indicate its success or failure. The success of a consumer-centric brand equals the success of the business itself (Camille & Albert, 2020).
- Brands offer many services. They provide the company and are easily selected by customers, guarantee a certain quality, reduce risk and build trust.
- In today's highly competitive world, where all small and large firms want to make a significant difference to themselves and their products, a strong "consumer-based brand" is a powerful weapon for defeating competitors; The brand provides the customer with concise and useful tools to simplify the product selection and purchase process. In other words, the consumer-based brand makes the process of processing data and information easier and faster for the customer; Brands are created by customers based on the product itself, its associated marketing activities, and its use (or non-use). Brands thus complement the core customer

experience of the product, also play an important role in measuring the effectiveness of marketing efforts such as advertising and distribution, and ultimately brands are an asset financially (Keller and Lehman, 2006); Business letters have strategic applications that enable you to:

- Distinguish between yourself and your competition
 - ✓ Record your main message in the hearts and minds of the target customers.
 - ✓ Be consistent and persistent in your marketing steps.
 - ✓ Provide your services according to customers to show the sincerity of your brand.
 - ✓ Send your messages clearly and quickly.
 - ✓ Create credit for your projects.
 - ✓ Build an emotional bridge.
 - ✓ Create strong loyalty in your users; Obviously, the consumer-based brand is a powerful distinctive asset, and this distinction is itself a significant competitive marketing strategy (Pakdel et al., 2011).

2-3- Consumer-Based Brand Share in the Competitive Market

The concept of "customer-centric and consumer-based brand share" may be defined in terms of the different effects that consumer-based brand knowledge has on customer response in the area of marketing activities of that consumer-based brand. It may also be said that a particular consumer-based brand has a positive or negative customer-centric share in relation to changing customer responses in the various marketing activities for that consumer-based brand. Consumer-centric brand share of customer-centric becomes apparent when the customer is aware of and familiar with the consumer-based brand and puts his name in his mind as a favorite, strong and unique consumer-based brand Associate. Consumers usually have only one image of a consumer-based brand in mind, and that image with positive features and benefits such as customs, packaging, advertising and how it is implemented, pricing, acceptance, status It evokes the business, the discipline of the sales staff, the customer satisfaction, the repurchase patterns, etc. that the brand based on the desired consumer has brought to them. Quality and price do not exist in the customer's mind as two separate concepts, but are completely related to each other. Research shows that giving a big discount gives the customer the impression that there must be something wrong with the job. Frequent discounts reduce the value of the product in the mind of the customer and he gradually doubts the quality of the product and this causes the customer to be skeptical about the current prices of the product (Cutler, 2006).

2-4- Consumer-Based Brand Share and Customer Relationship

A strong and efficient consumer-based brand share enables companies to better retain their customers, better meet their needs, and help double the company's profitability. Consumer-based brand share can be successfully developed through good customer relationship management and respect and attention to their needs. Ignoring the demands of the right customer can in the long run ax the root of all efforts made for the success of a consumer-based brand (Keller, 2003).

2-5 The Role of Consumer-Based Brand for Institutions

A consumer-based brand must be able to capture the heart and soul of its audience. In today's world where markets are full of products that are not physically different from each other, creating the right personality for a consumer-based brand can make a big difference. In order to achieve this and create a consumer-based brand that will remain in the minds and hearts, we must search and study. Identifying areas between customers on the one hand and consumer-based brand on the other, including effective communication tools to attract more customers; Each consumer-based brand has its own personality. Brands that define their identity and goals and present tangible and friendly faces are able to establish a rich and useful relationship with their customers and capture not only part of their heart and mind but also part of consumers' daily lives. (Lehman et al., 2008).

2-6- The Reason for Consumers' Interest in Brands

People are always talking about brands, that consumers prefer to buy branded products and services, there are many reasons, here are a few of them:

- Make a selection:

Brands provide consumers with a means of choice. It is only the presence of brands that makes one product easily distinguishable from another. Customers have more information about branded products and services than consumer goods. Hence, they are able to easily distinguish and select marked products and services from unmarked, unfamiliar and similar types.

- Easy decision making:

Brands make shopping easier than anything else, because marked packaging facilitates quick product identification. By living in a world of speed, people are constantly looking for ways to waste less of their lives. Therefore, marking often makes the purchase decision faster.

• Quality assurance and risk reduction provider:

When customers frequently purchase products with a consumer-based brand, they quickly feel a certain sense of the brand's quality and monetary value. This "feeling" or "expectation" helps the customer to avoid buying untested products. Most customers avoid risk-taking and avoid the unknown, but brands give them more confidence and reduce their fears and anxieties, thus improving customer satisfaction (Mohammadi, 2003).

2-7 Experimental Background and Expression of Research Hypotheses:

Many stores can satisfy the consumer, but stores that can put the consumer at the center of their operations, make him enjoy the product. Satisfaction is only part of the steps that a customer must take to enjoy the product, whereas if the store pays attention to consumer loyalty, it will find that enjoying the product (rather than consumer satisfaction) will perpetuate loyalty. . From an emotional point of view, satisfaction is what the consumer expects, but enjoying the product is something that encourages the consumer. From the consumer's point of view, enjoying the product is about achieving more than the expected added value; Different authors have introduced different cognitive and perceptual factors that affect purchasing. Acker (1991) in his book Consumer-Based Brand Value Management has identified three variables: consumer-based brand awareness, consumer-based brand functions, and perceived quality. Reynolds which are key determinants of loyalty. Feldwick (1996), McDonald (2003) and Chernatony, a consumer-based brand, have identified five factors: 1- Awareness 2- Mental image 3- Perceived quality 4- Perceived value 5- Personality 6- Organizational dependence.

- ✓ Acker has introduced 5 dimensions of consumer-based brand personality:
 - 1- Monotony and intimacy, 2- Excitement, 3- Competition, 4- Being a professional, 5- Being well-made and durable.

One of the most widely used models is the customer-centric brand value model based on chlorine (1993, 2003). Chlorine defines customer-centric brand value as the distinctive effects of consumer-based brand knowledge on customer response to consumer-based brand marketing that occurs when the customer is aware of and familiar with the consumer-based brand, and associations Have a positive of it in mind. So there are two different dimensions of consumer-based brand knowledge: awareness and mental image. These two dimensions have been confirmed in past marketing research.

- ✓ According to Keller, consumer-based brand awareness is a necessary condition for creating a consumer-based brand image. When a consumer-based brand is well recorded in memory, it will also be easier to establish consumer-based brand associations in memory (H. and Langer, 2006).

➤ Therefore, we come to the first hypothesis:

H₁. Consumer-based brand awareness has a positive effect on the consumer image of a consumer-based brand.

- Cognitive models assume that consumer-based brand knowledge influences the customer response to the consumer-based brand, including perceptions, preferences, and most importantly, the behaviors resulting from the marketing mix. To achieve this effect, we distinguish two dimensions of customer behavior: current buying behavior and future buying behavior. According to the customer-centric brand-based brand value model, we predict that consumer-based brand knowledge will influence current purchasing behavior and consumer-based brand use:

H₂. Consumer-based brand awareness has a positive effect on current purchases.

H₃. Consumer-based brand image has a positive effect on current purchases.

- Also, as mentioned, consumer-based brand value creates both immediate benefits and long-term benefits by guaranteeing future revenue, which leads us to the following hypotheses:

H₄. Consumer-based brand awareness has a positive effect on future purchases.

H₅. Consumer-based brand image has a positive effect on future purchases.

- In the history of consumer-based brand relationships, there is no clear and well-defined operational structure similar to what we have about consumer-based brand knowledge. Research on consumer-based brand relationships is usually done using interpretive structures and qualitative methods that, instead of standard concepts and measurement scales, show the depth of individual perspectives from case studies.
- The brand, in addition to affecting customers because of the knowledge they have in mind, is part of a socio-cultural-psychological context; Thus, as consumers build personal relationships with others, they engage in personal relationships with the consumer-based brand. Consumer-based brand relationships can lead to perceptions of the consumer-based brand or even actual participation in consumer-based brand communities, which is called the consumer culture sub-culture. Relationships create both personal interests and positive effects and emotions that lead to a link between a consumer-centered brand and a consumer.
- As mentioned earlier, the exchange aspects of a personal relationship include economic factors and provide primary practical benefits. In exchange relationships, people worry about what they will receive for what they give. The initial positive result of these relationships is satisfaction, so satisfaction can be defined as a means of assessing whether an exchange relationship with a consumer-based brand is valuable or not.
- In contrast, the interactive aspects of a relationship involve feelings for other people and go beyond personal interests. Trust is an essential consequence of such relationships, and based on previous research, the basis of close relationships, both in psychology and in the market, is trust.
- Since relationships refer to exchanges over time, the necessity of a relationship is to create a kind of interdependence between factors. So we included another factor that reflects this dependency, and that is consumer-based brand interest. Consumer-centric brand interest is a committed and long-term connection between a consumer-based brand and customers.
- We seek to explore the empirical relationships between these three aspects as well as how they relate to consumer awareness and brand image. Awareness and mental image are expected to exist before trust and satisfaction of a consumer-based brand, because trust and satisfaction with a consumer-based brand both require consumer-based brand knowledge and as long as a customer A consumer-based brand with no signs in mind - such as awareness and a positive mindset - cannot be satisfied or trusted by that consumer-based brand. (Same source: 100)
- Consumer-based brand awareness has a positive effect on consumer-based brand satisfaction.

H₇. Consumer-based brand awareness has a positive effect on consumer-based brand trust.

H₈. Consumer-based brand image has a positive effect on consumer-based brand satisfaction.

H₉. Consumer-based brand image has a positive effect on consumer-based brand trust.

- In addition, consumer-based brand satisfaction and trust are expected to be the result of interactive and exchangeable relationships, and consumer-based brand interest is the result of consumer-based brand relationships over time. Therefore, while we assume that there is no clear relationship between trust and satisfaction with a consumer-based brand, we expect the two to lead to interest in a consumer-based brand and assume that only if a consumer-based brand is satisfied. Attracting and trusting customers will create interest in a consumer-based brand. (Same source: 100)

H₁₀. Consumer-based brand satisfaction has a positive effect on the desire for a consumer-based brand.

H₁₁. Consumer-based brand image has a positive effect on consumer-oriented brand desire.

- Finally, the long-term outcome of consumer-based brand relationships, that is, interest in a consumer-based brand, is expected to determine current and future purchasing intent. As psychological research has shown, the desire to be close and the desire to be with each other leads to the present and the future. Commitment to a consumer-based brand has been shown to reduce the cost of finding new relationships with other consumer-based brands for customers.
- In addition, consumer-based brand relationships can predict past and future consumer-based brand purchases that are current purchases; Therefore, we assume that:

H₁₂. The desire for a consumer-based brand has a positive effect on current purchases.

3- Research Methodology:

- The present research is applied in terms of purpose and descriptive (non-experimental) research in terms of data collection and is a branch of field studies and is causal in terms of the relationship between research variables. The method of conducting research is survey, the most important advantage of survey research is the ability to generalize their results (Sarmad et al., 2016).
- The statistical population of this research is the consumers of sub-brand names in the Agricultural Estates Company of the Ministry of Jihad Agriculture in Tehran, which are unlimited.
- Therefore, the following formula will be used to estimate the sample size. It should be noted that the following formula applies to infinite or finite communities with placement:

$$n = \left(\frac{Z_{\alpha/2} \times \delta}{\varepsilon} \right)^2 = \left(\frac{1.96 \times 0.667}{0.072} \right)^2 = 329.68 \sim 330$$

- ✓ $Z_{\alpha/2}$: Statistical value of Z at a significance level of 95% (which is equal to 1.96)
- ✓ δ_x : Deviation of the standard of society - according to reliable statistical sources, its value according to the range of changes in the answers is estimated as follows (Azar and Momeni, 2006).

$$\delta_x \cong \frac{R_{Max} - R_{Min}}{6} = \frac{5-1}{6} = 0.667$$

- ✓ ε : Error level (acceptable error value) - In behavioral sciences, a rate of less than 8% is acceptable (Azar and Momeni, 2006) which in this study, in order to ensure more accuracy of 7.5% is considered.
- ✓ Based on the number of sample floors (330), 360 questionnaires were distributed by available sampling method, of which 140 questionnaires were returned and finally 6 questionnaires were excluded from the total questionnaires due to defects. Therefore, 334 questionnaires were finally analyzed.
- ✓ The Likert scale was used in the design of this questionnaire.
- ✓ Initially, a pre-test was performed to further research and determine the strength of each grain brand, and the strongest and weakest grain-based consumer brands were selected, which were consumer-based brands, respectively. To do this, 30 people were interviewed and asked to arrange 5 brands based on consumer grains in the order they know them.
- ✓ The method of data collection in the present study is a field in which a questionnaire was used.
- ✓ In the first part of the questionnaire, demographic questions are asked. The questionnaire has a total of 28 questions, of which 10 questions are related to aspects of consumer-based brand knowledge, 14 questions are related to aspects of consumer-based brand relationships, and 4 questions are related to aspects of purchasing behavior; The composition of the questionnaire questions are as follows:

Table 1: Research scale specifications

The Main Variable		Sub-Variables	Question Number
Independent	Consumer-based brand knowledge	Consumer-based brand awareness	1-4
		Consumer-based brand image	5-10
	Consumer-based brand relationships	Consumer-based brand trust	11-15
		Consumer-based brand satisfaction	16-21
		Interest in a consumer-based brand	22-24
Dependent	Purchasing behavior	Previous purchase	25
		Current purchase	26
		Future purchase	27-28

- ✓ In this study, the validity of the measurement tool of the content validity and the factor validity of the data collection tool have been investigated; The validity of the content of this questionnaire has been approved by the

esteemed professors of the university and the experts of the Agricultural Towns Company of the Ministry of Jihad Agriculture and the determination of the necessary information items and the application of corrective opinions.

- ✓ For reliability, first a prototype consisting of 30 pre-test questionnaires was used and then using the data obtained from these questionnaires and SPSS statistical software, the confidence coefficient was calculated by Cronbach's alpha method for this tool. Cronbach's alpha values are given for each dimension.
- ✓ According to the above, for each of the dimensions of the studied model, Cronbach's alpha was calculated using SPSS software, the results of which are given in Table 2.

Table (2) Cronbach's alpha coefficients on each of the studied dimensions

Variables	Alpha
Consumer-based brand awareness	0.910
Consumer-based brand image	0.806
Consumer-based brand trust	0.907
Consumer-based brand satisfaction	0.860
Consumption of a consumer-based brand	0.908
Current purchase	0.750
Buy in the future	0.884

- ✓ According to the table and column related to alpha coefficients, it is observed that all the studied dimensions have acceptable alpha and have an acceptable reliability coefficient.

4- Results:

In this section, we have examined the hypotheses, the results of the research hypotheses are given in the following table:

Table 3: Hypothesis test results using regression

Hypothesis number	Variable		Standard regression weight	Beta coefficient	The coefficient of determination	The significance level	Result
	Independent	Dependent					
1 Main	Consumer-based brand awareness	Consumer-based brand image	0.82	0.75	0.56	0.000	confirmation
2	Consumer-based brand awareness	Current purchase	0.89	0.80	0.64	0.000	confirmation
3	Consumer-based brand image	Current purchase	0.85	0.80	0.65	0.000	confirmation
4	Consumer-based brand awareness	Future purchase	0.92	0.82	0.67	0.000	confirmation
5	Consumer-based brand image	Future purchase	0.98	0.83	0.69	0.000	confirmation
6	Consumer-based brand awareness	Consumer-based brand satisfaction	0.75	0.69	0.47	0.000	confirmation
7	Consumer-based brand awareness	Consumer-based brand trust	0.85	0.80	0.64	0.000	confirmation
8	Consumer-based brand image	Consumer-based brand satisfaction	0.90	0.84	0.70	0.000	confirmation
9	Consumer-based brand image	Consumer-based brand trust	0.80	0.75	0.56	0.000	confirmation
10	Consumer-based brand satisfaction	Consumption of a consumer-based brand	0.75	0.70	0.49	0.000	confirmation
11	Consumer-based brand image	Consumption of a consumer-based brand	0.80	0.72	0.54	0.000	confirmation
12	Consumption of a consumer-based brand	Current purchase	0.78	0.70	0.55	0.000	confirmation

5- Discussion and Conclusion:

5-1 Examining the Current Status of Research Variables

As the average variable in the consumer-based brand of the first brand of the Agricultural Towns Company and the consumer-based brand of the second brand of the Agricultural Towns Company show separately, the average brand awareness of the first brand of the Agricultural Towns Company is 4.27 and the awareness from the consumer-based brand, the second brand of Agricultural Towns Company is 2.64, which shows that the variable status of consumer-based brand awareness of the second brand of Agricultural Towns Company is in an unfavorable situation because the average value is less than the average (number 3). The average consumer image of the first brand of Agricultural Towns Company is 3.55 and the brand awareness of the second brand of Agricultural Towns Company is 2.95, which shows the variable status of the consumer image of the second brand of Agricultural Towns Company compared to the brand. Based on the consumer, the first brand of the Agricultural Towns Company is in a more unfavorable situation. This is also the case for all research variables. This means that in the consumer-based brand of the second brand of Agricultural Towns Company, the average value is less than 3, and in the consumer-based brand of the first brand of Agricultural Towns Company, the average value is more than 3, which indicates the status of the consumption-based brand. The first brand of Agricultural Towns Company is in a better situation than the second brand of Agricultural Towns Company. Therefore, research suggestions are presented according to the confirmation or rejection of research hypotheses as well as the current status of research variables:

5-2- Practical Suggestions based on the Results Obtained from the Research

Traditional marketing methods have always relied on the product and its price. This has manifested itself in the form of spending a lot of money on advertising within the framework of aimless slogans. These slogans created a short-term impact and aimless excitement and did not have a clear focus on customer acquisition. Many other companies in Iran do not realize that the main reason for increasing their sales is to have a well-known foreign brand, and the main reason for people to buy is their awareness of this brand, not advertising without the purpose of companies.

In the current economic crisis that has gripped Iran, the brand plays a positive and credible symbol in the minds of the people, and goods are purchased within that framework. This has been overlooked in many Iranian companies that have foreign brands. The marketing units of companies have sought to increase their power by obtaining large marketing and advertising budgets, and so it is difficult for them to accept that people have changed the way they buy.

In this research, a conceptual model is presented that combines brand knowledge and brand relations and determines how they affect purchasing behavior. Our findings confirm that brand awareness affects its mental image, and both of these variables directly affect current buying behavior. Also, the mental image of the brand has a great impact on loyalty to the brand. Therefore, it is important to pay attention to the factors that raise the awareness of the consumer-based brand and the positive mental image towards it, such as advertising and display and promotion of the consumer-based brand, quality and price. According to our prediction, the results showed that consumer-based brand knowledge has no direct effect on future purchases. Research has shown that a brand familiar with a positive mindset must be able to build positive relationships with customers to influence future buying behavior. Different aspects of this relationship include cognitive and perceptual aspects - brand satisfaction and trust - which culminate in brand desire (which is a key background in current and future purchases). So increasing brand satisfaction and trust will affect future purchases.

The model presented in this study does not measure the interactions between variables. Preferably, a model is presented that demonstrates a one-way process from brand knowledge to behavioral outcomes. But it is quite possible that some variables will affect the variables before them. In particular, there may be interactions from behavioral outcomes to variables of brand relationships and from brand relationships to brand image. Consider, for example, the fact that when a customer buys a brand on a regular basis (and probably not out of habit), it is possible that they belong to the brand and that the issue itself (through so-called "exposed" effects) Pure exposure leads to a positive mental image of the brand.

5.3 Suggestions for Company Managers\

Mindfulness and brand awareness are the main variables in ensuring the effectiveness of marketing activities in brand management. Our research shows that focusing on these two variables alone is not enough, especially when we expect the brand to last forever. For the long-term success of a brand, brand relationship variables play an important role in buying behavior. So it is important to pay attention to both categories at the same time. It is suggested that managers, in addition to focusing on the standard marketing mix and communication techniques, also use empirical marketing methods that enhance the personal and emotional relationships between the brand and customers.

5-4 Suggestions for Future Research

There are several issues in this study that should be considered in future research. First, this research can be done with a larger sample and more variables. For example, for the consumer-based brand knowledge variable, we can add the consumer-based brand personality variable to the model of this research by extending the customer-centric brand value model "chlorine". In addition, the present study can be conducted in other industries such as consumer goods - for example luxury goods - as well as in B2B markets. In the case of luxury goods, brand awareness, and especially its mental image, has a direct impact on future purchases, which was not the case with the present study. In B2B markets, personal relationships are more important than in B2C markets, and as a result, consumer-based brand relationships variables are more important.

Finally, the study did not consider individual differences such as customer innovation and search diversity that may affect some of the research relationships. For example, noir people are more likely to be less impressed with brand branding in their current purchases with more search diversity.

5-5 Limitations of Research

1- Considering that the present research has been done in the company of agricultural towns of the Ministry of Jihad for Agriculture, caution should be observed in generalizing it.

2 - Limitations in the implementation of questionnaires in terms of unwillingness to answer by some sample members, lack of accuracy in answering questions and biases that some sample members may have in answering some questions, are undoubtedly the most important. There are limitations to conducting scientific research in which the researcher also faced these obstacles.

3. The lack of other research on the impact of consumer-based brand knowledge and consumer-based brand communication on behavioral outcomes has effectively put the researcher at a disadvantage in reviewing the results of similar research.

6- References

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