

The Influence of Employee Attitudes and Company Brand on Customers loyalty in global market

Rashad Yazdanifard¹, Hashim Danbala², Wan Fadzilah Wan Yusoff³ and Niyousha Nikrousha Dehi⁴

¹ Faculty of Management, Multimedia University, Cyberjaya, Malaysia

² Faculty of Information & Communication Technology, Limkokwing University of Creative Technology, Cyberjaya, Malaysia

Abstract. Companies brand and employee impact over customers has become iniquitous in the global marketplace today and one of the most successful key factors that lead to every organizational product to be successful in the competitive marketplace, branding has been a strategic factor for product selling and preserving the good image of organizational product and service, many organization had been successful to be at the top level in the global market due to the influence of their brand in the eyes of their customer, most customer will prefer a brand name of good quality than a quality product of an infamous brand, branding gives product a high quality image which in turn provide psychological attraction for customers. It also adds more value to customers when using it in their respective environments. This research will look at how company brand and employee attitude yield customers loyalty.

Keywords: Companies brand, Employee Attitudes, employee branding, Customer loyalty

1. Introduction

Global market is now a highly competitive environment; building brand is no longer optional but it is essential. Companies brand should be able to guide critical business decisions as well as determine suitable employee behaviors. Adopting this brand-driven approach helps foster customer loyalty that will ultimately interpret an increased profitability and competitive advantage. Many companies recognize the importance of a powerful brand; they often ignore the critical role employees play in shaping relationships with customers and instead focus exclusively on external communications such as advertising, direct mail, etc. Companies that core their efforts on marketing communications alone are not only failing to fully capitalize on the knowledge and interest of resident within their organization, but may be also setting themselves towards losing up there brand name and customers[8]. A strong association between employee attitudes about their jobs and their conducts with customers in turn influence customer retention and, more persistent yet, customer comments about a product or services to others, two factors that influence corporate bottom-line performance [23] Customers who feel they were poorly treated by employee of the organization will tell numerous people, friends, relatives, and neighbors about their experience each of this individual, in turn, will tell others what the dissatisfaction customer told them. Consequently, just one unpleasant contact between a dissatisfied member of your business and one of your customers can be reported to over one hundred prospective customers influencing their feelings about your company and the people in it which at the end cause your company loss of customer loyalty[23].

2. Brand should be Explicit within and Outside Organization

Branding is the creation of a unique name and image for organizational product or service in the mind of consumers through the means of advertising [2]. Companies brand is a clear promise between an organisation and its key Stakeholder [2], it is important that the vows are kept at all times for all areas in the

+Rashad Yazdanifard. Tel.:+60173693170
E-mail address: rashadyazdanifard@yahoo.com

companies, all the necessary attributes of the organization's identity need to be made known in the form of a clearly defined branding proposition, which reinforces organizational efforts to communicate, differentiate, and also improve the brand and key stakeholder groups and networks [22]. A branding is concerns with the systematic planned management of behavior, communication, and representation in order to attain a favorable and positive reputation with target audiences of an organisation [3]. More explicitly the behavior aspect could bring up an increased effort to the employees behaviors in delivering the target satisfaction of the companies brand. Since brand acts as a promise between companies and its potential and existing customers, the promise has to be clear internally, and the entire companies has to be committed to deliver it on. [4].

Sound and effective communication is therefore key to successful brand management [5]. Agreement between an organization's vision and employee's values must also be met [6] so that a brand promise and values delivered by employees can facilitate the communication of a reliable brand image and its associations to external customers [7] [8] [5]. While [9] added that employees are the boundary between the organisation and customers. Similarly, [1] claim that service brands are about the delivery of promises via personal interactions between the staff and customers. Employees are therefore a key building element of an organizations corporate brand. The companies brand promise is derived from understanding the corporate identity and its culture. This is because the corporate identity signifies what the brand stands for as it incorporates the organization's attitude, aims and values.

Furthermore corporate identity acts as a link between the organisation and customers [10]. As brand management needs the total commitment of all staff within an organization [9] It creates a sense of individuality for an organisation that can be used as one of the sources of differentiation for the organisation [21] and as said [22]. Represents the foundation of a corporate brand. The behavior of employees is seen as having a major influence on how external stakeholders and customers perceive your brand and make sense of its identity and its image [12] [6]. To achieve customers loyalty your employees need to move via three primary stages, from merely being aware of the brand and what it stands for ("Hearing It"), to understanding their role in delivering against the brand promise ("Believing It"), to finally becoming passionate promoters for the brand ("Living It"). However, potential employees as a key stakeholder group of the companies brand have been overlooked in the existing corporate branding literature [6].

3. Employee Branding

Employee branding turns on a new identity regulation, where by it shapes employee behavior so that they identity the project brand of the organization products through their everyday work behavior. Employee branding is anticipated to induce employee-brand identification, a psychological connection between the employee and the brand bring out the good attitude for customer facing staff that will keep longing to customers retention [19]. They simply state that employees must adopt the brand's identity before they can project it to others [20] [5]. A brand is beyond the name given to a product, service, or organization; it personifies a wholes set of physical and socio-psychological attributes and dogmas [13]. Cherishing a brand needs attending to the brand's identity, the tangible and intangible, purposeful and symbolic attributes that define the brand [14] [15] [10]. Only lately have employees throughout the organization been expected to be involved in translating the abstract ideas of the brand into their everyday behaviors, decisions, attitudes and so on [16] [5] [17].

When every employee is immersed in branding, the organization gets to be more creative, sustaining and effective on delivering upon the brand promise to the stakeholder group and customers [5] [17]. The fascination of the brand's identity is a subjective quality that can be assessed on many dimensions by an employee. For example, a company's brand may be attractive because it has a generally positive or prestigious reputation [18]

4. Discussion

The need for a shift in assignation strategies should now be clear, and there is mounting quantitative evidence that the link between employee engagement and customer loyalty is significant. Best practices

showed that there is a recognizable link between employee engagement and customer loyalty specifically when it comes to a company which they have to do with staff facing customers.

People today seem to misuse the term brand, as if brand and a product name is the same thing. However, brand help to provide an emotional relationship with the consumers and this are what distinguish a brand from a product name the first step in achieving this new level of business strategy is to identify the key constituents that drive the need for change, customers and employees. The business environment described above empowers these two groups above all others. If you question this as opinion rather than fact, consider the following supporting evidence, based on both positive and negative.

For a company to gain customer loyalty and satisfying interactions, there is need to ensure that with every contact a customer get with their product, they should ensure that the customer a getting consistently high quality all the time. The customers experience is created by every experience the customer has with your product. What the customers assume when they interact with the product is reliability, responsiveness, understanding, accuracy and obtainability. So to make each interaction sensed satisfying it has to do with the brand promise the company hold and at the same time it cannot be met without the commitment of all employees to meeting these standards.

5. Conclusion

In today global market nearly everything is branded, from cars, electronics to clothing and soda brands. Even schools are branding themselves to be unique and keep their brand name to themselves. To have a good brand name is the first stage in the business world in order to become successful, but should not make companies to overlook employee attitude towards achieving this goals, to keep customers loyalty The key is in the attitude of your company employee towards their work and their attitude towards the company brand. Most reliable employees will do what is expected of them, the aspects of their work that the employer and customer expect. Employees have no option when it comes to the aspects of their job description, but it is the optional effort that makes the real difference in terms of increasing concert and productivity inside, and delighting the customer externally. How do you get employees to give that extra effort? It all comes back to their attitude towards their jobs and how clear they are with the company's brand.

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