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Psychological Identifications of Branding in the Food Industry with Grounded Theory Institutions (Study case: Gaz Asari)

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Abstract

Cognitive distortions, as psychological factors that cause perceptual errors in people, can be effective in their negative feelings and, as a result, affect the expected results of customers' behavior; Therefore, identifying the psychological components of branding in the food industry with the foundation's data approach (case study: Gaz Asari) is of great importance. The method of this research is qualitative and grounded theory method (foundation data) which has been used in this research due to some of its special features. The statistical population consists of interviews with 17 people, including all managers and expert managers in the Gaz Asari brand industry, which means analyzing the data obtained from the interviews, using the qualitative-inductive grounded theory method (including the steps of open coding, central coding, and selective coding). The results include 19 general categories in the form of a paradigm model, which include causal conditions (competitive pressure, changing customer characteristics, market uncertainty, understanding the importance of branding and lifestyle changes), central phenomenon (psychological branding), background conditions (sustainability of brand effects) flexible characteristics of the brand and branding skills, intervening conditions (customer, company capability, brand competition capacity and the challenges of Sanat Gaz administration) and strategies (differentiation strategy, modeling strategy, discovery strategy, and resistance strategy) and consequences (short consequences duration and long-term consequences).

Keywords: Brand, Branding, Psychology, Grand theory

Introduction

Attention to the development and improvement of the quality of brand is one of the most important concerns of large companies and organizations (Sabet et al., 2021; Sabet, & Razeghi, 2019). Accordingly, paying attention to the quality of employees' performance through the improvement of effective factors can be a way forward (Danaei Shandiz et al., 2020). One of the most important topics in brand psychology is the schema category. A very basic concept of a brand name is presented as a schema (Wang et al., 2021). Brand schema is a cognitive structure that includes a cognitive connection with a brand name (Jafenthaler, 2022). Brand schemas of strong brands are characterized

by a large number of mostly positive associations that distinguish themselves from other weaker unique aspects of competitors. Brand schemas can influence information processing by directing attention (Gosh et al., 2022), selective processing of information (Hong et al., 2022), or differential activation of information in memory (Kovalodko et al., 2022), in other words, Before consumers choose a product, they need to look at a wide range of available products; or consider relevant alternatives and make inferences about the various alternatives to form a final opinion about which product best meets their dominant needs.

In the discussion of brand psychology, attention is considered, how a strong brand

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can attract attention (Yu et al., 2022), activate positive features in memory (Venkatesh et al., 2012), and influence consumption affect the consumers about the brand product and other alternatives and finally, change the choice result in favor of the product (Lu and Yan, 2019).

On the other hand, among the five human senses, vision undoubtedly has the strongest effect on consumer perception. Lin Storm (2005) also showed that 83% of humans use vision as a receiver to receive messages in between (Chen and Hu, 2022). Suriyadi et al. (2022) proposed that color psychology and quality logo design often make certain products with good brand personality in the minds of consumers, on the other hand, a product that is not properly designed and the choice of logo color Poor quality makes a product have a defective character. Colors evoke brands. Using a color that does not align with the overall brand statement and does not consistently communicate the product may lead to consumer confusion. It is very important to examine the psychological significance of the chosen colors and how they are perceived. Beauty brands that know how to use color effectively will stand out in today's visual world.

Packaging is always the consumer's first impression of a product. Consumers prefer to buy a product that comes in a portable package, performs as expected, and contains all the information they need to know about the product, which should be compact, convenient, and compatible. provides the environment (Singh et al., 2021). Although decades have passed since the investigation of the type of attitude of customers towards brands and its effects on customer behavior, during the last few years, the research process has moved in the direction that many of these researchers, the amount they have made customers' fascination and, in a better word, love for the brand their focus. Brand is defined as a name, word, symbol design, or a combination of these that is used to identify the goods and services of a seller or a group of sellers and distinguish them from other competitors; Therefore, one of the most

important assets of the company is their brand. The trade name or the brand is widely used as a basis for the consumer and a tool for the customer to examine the differences and uniqueness of the products, which increases the confidence and confidence of the customers in the ease of their decision-making process, which reduces the issues related to their experiences and quality confirmation to give.

Experts in the field of brand management have argued that brand image is a fundamental part of powerful brands that can differentiate a product from competing products. The brand image creates a kind of relationship with the brand in the consumer, in which a set of perceptions about the brand is created in the consumer's memory. Recently, strong links have been established between products and brands, many experts believe that a great revolution has been created in this field, especially in the field of brand management, by proposing a post-modern point of view on the subject of market management. From the point of view of retrospection, the selection of other products is not a simple phenomenon in the form of trade of goods and services. From this point of view, the selection of products is a kind of display of inner thoughts, identification, creativity, and even art for the individual. On the other hand, unlike in the past, the selection of products and their brands is not only related to the intrinsic and functional characteristics of the product but also covers various characteristics of the brand in the form of aesthetic characteristics and symbolic meanings that are emitted from the image of the brand. Geo research has, in such a way that with the best explanation of the topic, they believe that the stronger the relationship between the customer's perception of the product and the individual's self-concept, the more this (aesthetic and symbolic effect of the brand) will increase (Iranzadeh, 2019: 98).

However, there are more complete studies in the field of investigating factors affecting brand choice. For example, in one of the most significant studies on this topic by Sinan and

Cheng (2017), under the title of investigating the effects of encountering a brand name on brand choice, two general concepts including memory-based and stimulus-based choices have been considered. In this research, most of the driving factors are external factors in the form of brand shape characteristics, while in the memory-based concept, choices occur based on retrieving information from the customer's memory regarding a specific brand (for example, previous purchase experiences, etc.) (Hosseini, 2019: 87). According to the results of this research, if the customer is not in a time limit, memory-based factors have a greater effect on the choice of the brand, assuming that the customer has previous experience in this matter; Because the customer has the opportunity to refer to his memory, review his previous experiences and choose that brand if he is satisfied. On the other hand, in this research, personal factors are discussed in the opinion of customers, customer awareness and reputation as a whole, and the personal and external effect that the brand image has on its choice (Zarei, 2016: 54).

Cognitive distortions, as psychological factors that cause perceptual errors in people, can be effective in their negative feelings and consequently affect the expected results of customer behavior. Therefore, the investigation of this category of psychological variables on consumers' feelings and behavioral approaches can be an answer to the justifications of people, especially business owners, regarding the effectiveness and generalization of people's characteristics on their judgment of products, services, and brands, as well as a better understanding of Behavioral approaches of customers in different situations caused by perceptual mistakes provided (Tabatabayi, 2018: 9). Although emotions have always been important to branding, they may become even more important: a study of the broad generation of millennial consumers (currently ages 18-34) shows that millennials are 50 percent more personally and emotionally engaged than older generations. They are emotionally connected to brands.

Agreeing that brands represent their value and their appropriate place. A great emotional brand does not directly sell products, it sells emotions. The goal is to create an emotion that customers or potential customers associate with your brand, and then make sure you show it across all of your marketing channels, including online and offline advertising, social media, and your website content. (Vikas, 2021: 956).

It is not possible to enter the export target markets; Because these units cannot introduce the products well; This means that the export showcase of these companies is mostly weak. An export showcase is a product that is introduced to global markets with a suitable brand and packaging. Part of the root of these problems comes from the fact that many production and commercial units in Isfahan province are not very aware of the importance of commercial branding. When the product does not have a name, brand, and packaging, the main producer of this product is lost in the market and other people take its profit. Many of the products of Isfahan province are marketed without a brand so that other producers can market them under their name. In such a case, there is no name and sign of Isfahan province in the production and supply of products to the market, and the products of the province are marketed under the brand name of others. Today, many of the products produced in Isfahan province due to the weakness of branding, creation of packaging, modification, completion, and processing industries, as well as neglect in the field of marketing, are easily exported in the name of other provinces of the country, so that the honor of producing these products, which is the result of the suffering of the producer of Isfahan, belongs to other provinces. become a country; Therefore, the main problem of the research can be considered as the lack of integrated branding for the products of Isfahan province. This issue needs a road map and practical solutions before it needs practical action; In this way, having a road map and knowing practical solutions in the field of branding products of Isfahan

province, one can easily take practical measures to provide an integrated brand for the products of the province. Therefore, this research is aware of the abundant production and commercial capacity in the province and seeks to identify the distinctive identity aspects of the province's production products so that it can offer a unified brand identity to the market. This research aims to determine what problems and obstacles exist in the way of introducing and supplying products of the province and subsequently, brands with the name of Isfahan province. Reaching obstacles and problems means finding solutions; This means that by identifying the root of the problems, it will be easier and more logical to provide a solution.

In addition to this, the small, medium, and even large units that are active in the country, mostly have a limited variety of production, and this issue is considered a weak point for creating a brand in the food industry because the food consumer expects from a brand that he has become confident and loyal to, has to provide most of his needs in that group of goods. One of the other expectations that the consumer has from the producer is quality stability, and unfortunately, this issue is also one of the weak points of food production units in the country. A change in the quality of the products causes the consumer to lose confidence in the desired brand, and unfortunately, the quality of the products of food producers in the country changes due to various reasons at different times. Therefore, since the export industry is one of the most fundamental factors in realizing the economic development of a country, in this regard, products that alone can have a strong export performance are of special importance. Gaz, as a traditional Iranian sweet, can be presented as a profitable product for export to global markets, considering the unique advantages that Gaz has for export, this product is presented as a profitable opportunity in the field of global trade. will be The possibility of using its recognition, high price, suitable packaging and the interest of the people of the world to its taste is a combination that allows

experiencing significant profitability by exporting Gaz to the world markets and add to the economic development of the country, considering The importance of a model for identifying the psychological components of branding in the food industry with a ground theory approach that examines the root of the issue and investigates the causes and necessary measures were not found among the researches in the food industry. The present research investigates the psychological components of branding and This research seeks to answer the question, what are the psychological components of branding in the food industry?

Theoretical Framework

Brand as schema

One of the most important topics in brand psychology is the schema category. A very basic concept of a brand name is presented as a schema (Wang et al., 2021). To fulfill customers' expectations in the food distribution industry, empowering salespeople is important. (Fateh et al., 2023) Brand schema is a cognitive structure that includes a cognitive connection with a brand name (Jafenthaler, 2022). Brand schemas of strong brands are characterized by a large number of mostly positive associations that distinguish themselves from other weaker unique aspects of competitors. Brand schemas can influence information processing by directing attention (Gosh et al., 2022), selective processing of information (Hong et al., 2022), or differential activation of information in memory (Kovalodko et al., 2022), in other words, Before consumers choose a product, they need to look at a wide range of available products; or consider relevant alternatives and make inferences about the various alternatives to form a final opinion about which product best meets their dominant needs.

In the discussion of brand psychology, attention is considered, how a strong brand can attract attention (Yu et al., 2022), activate positive features in memory (Venkatesh et al., 2012), and influence consumption. affect the consumers about the brand product and

other alternatives and finally, change the choice result in favor of the product (Lu and Yan, 2019).

The fact that brands act as a determining factor in consumer judgments, even more so than the characteristics of the product at hand, has been repeatedly demonstrated in studies in which consumers are asked to compare products with the correct label or products with a brand name label. Judge wrongly or without brand. For example, Allison and Ohl (1964) asked consumers to rate several brands of the same beverage and found that consumers tended to judge their preferred beverage brand better when it was correctly labeled than when it was not. They were not able to identify the brand name (Reddy et al., 2020).

Hoyer and Brown (1990) conducted a study with different brands of peanut butter. They found that awareness of a familiar brand in a collection leads people to explore fewer brands. Furthermore, consumers mistakenly rated a low-quality product as high quality when labeled with a familiar brand label, and a high-quality product with a high-quality brand when labeled with an unfamiliar brand name. They got it wrong. Most importantly, studies have shown that brand mental associations often involve implicit and automatic low-level processing of information that occurs directly after exposure to brands and can occur outside of the consumer's conscious awareness (Chartrand & Fitzsimons, 2011).

Brand and self-concept

Another important topic in brand psychology is the category of self-concept and the mutual effects between the brand and it. Because it is important to follow a sustainable and healthy lifestyle. Consequently, when a consumer observes another person using a brand associated with identity-related attributes, such as a healthy lifestyle, similar inferences may be made about the user's characteristics, values, and attitudes. have a brand (Barton et al., 2022).

Because brands provide consumers with a way to express their social identity and

categorize themselves, and, logically, consumers prefer brands that are compatible with their self-concept. The idea that people are motivated to assert themselves in their values, attitudes, and behavior is a central tenet of early theories in social psychology, such as compatibility theory (Tibbatt & Kelly, 2017) or incongruity theory (Festinger, 1957). Several studies have shown that people invest resources such as effort, time, and money to appear more consistent, thereby confirming their self-concept (self-affirmation). Swann and Bahrmester (2012) suggested that a consistent and stable self-view enables people to categorize and organize their experiences and guide their behavior. Furthermore, consistent behavior increases the predictability of others, which creates a coherent environment for social interactions.

Self-concept can represent the consumer's self-view (how the consumer sees himself) or the view of significant others (how the consumer thinks others see him). As a result of this ambivalence, consumers may develop discrepancies between their views and the way others perceive them, and in line with the compatibility theories mentioned earlier, they should be motivated to reduce these discrepancies. Using brands with a symbolic advantage helps resolve this conflict, as such brands allow consumers to publicly represent themselves and bring other people along.

The most well-known example of a commercial program aimed at influencing others' views of one's identity is the use of brands as status symbols. At first glance, it seems illogical that people would buy expensive brands that perform the same useful functions as cheaper brands. However, the fact that a consumer can afford expensive brands is a symbol of having resources such as money or power. In evolutionary psychology, the use of status symbols is described as a costly form of signaling

Cultural differences in brand perception

The relationship between brand meaning and the cultural context of consumers can be seen in the analysis of brand personality in

different cultures (Song and Tinkham, 2005). For example, Acker et al. (2001) found that dimensions of brand personality in Japan and Spain, two cultures with strong harmony-oriented values, included peacefulness, whereas this dimension did not play a role in the United States. In addition, the authors observed other dimensions of specific culture such as passion in Spain. Song and Tinkham (2005) observed likability as a culture-specific factor in Korea. Cultural differences between brand personality dimensions support the view that brands are symbols and have cultural meaning, and that cross-cultural differences are related to brand perception (Sander et al., 2021).

Cross-cultural researchers have a long tradition of studying cross-cultural differences in personality constructs and thinking (Oisserman, et al., 2008). The basic concept of culture here is the psychological dimension that the self and as a result the symbols used to describe themselves are influenced by the social and cultural systems of individuals (Marcus and Kitayama, 2010). Hence, consumers in different cultures rely on different symbols, including brands, but also differ in the way they process information (Moijs and Hofstede, 2011).

A study by Eisenreich and Rubera (2010) examined the drivers of brand commitment by comparing consumers from England, an individualistic culture, and China, a collectivist culture. In line with the assumption that the difference in social orientations between these cultures can also be seen in the perception of brands, the researchers found that the self-relevance of brands is a more important driver for brand commitment in an individualistic culture than in a collectivist culture, while social responsibility was more important in collective culture. Interestingly, differences between individualistic and collectivist cultures were also revealed in the differences in advertising content across cultures (Shavit et al., 2008).

Psychological brand ownership

Building a long-term relationship is the main mission of any company. The brand offers competitive weapons to complement the quality products in achieving this mission. The brand name is often considered an intangible benefit that usually outweighs the tangible benefits of a brand. Intangibility as it is commonly called, a brand can not only encourage perceived risk tolerance but can also minimize switching to a competing brand. The abundance of branding topics can be seen in the literature with a variety of measurements applicable to all types of businesses. Kotler (2003) defined a brand as a logo, symbol, name, or design that creates a trademark or signature that distinguishes goods or services.

Research in psychology has shown that even everyday objects with common experiences, such as brands, can create engaging, emotional, and socially meaningful cognitive experiences. Brands as passive objects with utilitarian and symbolic meanings, brands as relationship partners and regulators of personal relationships, and brands as creators of social identity with social group bonding value. Research in these fields is based on several basic perspectives in cognitive, emotional, motivational, personality, interpersonal, and group psychology (Bagozi et al., 2021).

Companies are trying hard to place their brand in the lives of consumers. Psychological brand ownership is one of the best ways to make consumers psychologically own the brand to create desired behavior. Therefore, companies need to know the ways through which psychological brand ownership can be induced (Kumar and Kushal, 2021). Psychological brand ownership can be defined as a psychological experience that creates positive brand attitudes and brand recognition, such as a sense of ownership toward a brand, and an altruistic spirit toward brand-related activities (Chang Chiang and Han, 2012).

Research background

Suriyadi et al. (2022) in research entitled *The Psychological Concept of Color and Logo strengthened the brand personality of local products in the investigation of the white tea brand in one of the regions with the best tea products in Indonesia, even foreign markets among 120 respondents who They were randomly selected from the purchasing department and showed that the logo design and color selection of the packaging of the tea products even at the high-quality level are perceived as low quality due to their simplicity. It seems that the boxes of these products are made with simple paper and simple branding to make expensive products look cheap and reduce the personality brand and also the demand for the product.*

Correa and Seamus (2022) in a research entitled *Are colors emotional triggers in digital branding in marketing and smart technologies? Through the analysis of color perception in graphic design, and the analysis of consumer responses. It shows that consumers prefer colors that are associated with positive emotions and prefer calmness and safety more to blue, complexity to black, comfort to white, brown as the most boring color, and red They prefer it as the color that attracts their attention the most. By developing a new framework and exploring the emotional triggers of colors in design, this study brings new insights to brands, determining how to best capture customers' attention and provide them with more pleasant experiences. brought*

Apahai et al. (2022) research aimed at investigating the impact of artificial intelligence in studying the behavior and psychological reactions of humans towards colors when shopping, the relationship between color perception and human emotions in different fields of branding, advertising, communication, human resources development, And finally, they show improvement in mental health.

(Vikas et al., 2021) effectiveness is a value-oriented category that goes beyond numbers and is related to the direction of the organization. conducted research titled

Understanding Brand Authenticity and Social Deprivation from Psychological Brand Ownership Factors. Companies are trying hard to penetrate their brands into the lives of consumers. Psychological brand ownership is one of the best ways to create a psychological consumer in consumers to create desirable behavior; Therefore, companies must know the ways to create psychological brand ownership. For this purpose, the present study primarily examines perceived brand authenticity and social rejection as important antecedents of psychological brand ownership. A total of 407 responses were collected through the online mode. The results show that both brand authenticity and social deprivation create a sense of psychological brand ownership. In addition, the findings also support positive word of mouth and purchase intention as outcomes of psychological brand ownership. This study provides important implications for academics and doctors.

Sangwan (2020) conducted research titled *The Effect of Brand Tourism on Customer Loyalty Experiences in a Luxury Hotel: The Moderating Role of Psychological Ownership. This study applies the brand tourism effect to investigate the different reactions of loyal customers from two types of non-loyal customers (i.e., branded expatriates and branded tourists) in the luxury hotel industry. This study also examines the modifying role of psychological ownership due to brand name tourism. By conducting a 2 (types of non-loyal customers) * 2 (psychological ownership) experimental test, the results show that the loyal customers of tourists perceive the brand with more satisfaction and their disappointment is the most different emotional reaction. In addition, the result also considers the moderating effect to be significant, it shows that in a restroom, loyal customers view the brand positively towards the restaurant tourists. Finally, this study also discusses theoretical and practical concepts.*

Lin et al. (2019) in the research entitled *"Investigating the development of brand loyalty from the perspective of positive*

psychology among 31 car brands among 580 people from the statistical sample showed that the cohesion of society and the quality of information positively affect this flow." Brand liking positively influences brand identification and subsequently brand loyalty.

Rahimian (1400) in a research entitled "Identifying the components of strengthening the personal brand of university faculty members" stated that since the competition of universities has increased in recent years and they have turned to branding, and one of the important factors of the brand of universities is the brand of faculty members. It is their science. The findings showed that the personal branding of university faculty members includes knowledge (expertise), psychological (characteristics), communication (networking in the academic and public domain), and fame (being known in the academic, media, and public domain). (and action) voluntary activities in the field of social responsibility). If the model is applied, we can expect an increase in the function of the reference group of the faculty members of the country's universities and, as a result, an increase in the efficiency of the educational and research system. Conclusion: Maturity in the cultivation of human capital, one of which is improving the personal identity of faculty members, can create the necessary ground for improving the performance of the university to the environmental needs.

Erwane and Shojayan (1400) in research entitled "Investigating the effect of brand reputation on customers' attitude towards the brand with the mediating role of emotional and cognitive trust" stated that brand reputation has a significant effect on three variables of customers' attitude towards the brand, cognitive trust, and emotional trust; Also, the variable of cognitive trust has a significant effect on customers' attitude towards the brand; But the effect of emotional trust on customers' attitude towards the brand was not significant. Cognitive trust in the relationship between

brand reputation and customers' attitude towards the brand as a mediator.

Search method this research has designed a model to identify the psychological components of branding in the food industry with a with grounded theory (case study: Ghazasari) using a qualitative-inductive method using grounded theory] and a semi-structured interview tool. The need to identify the psychological components of branding in the food industry was collected from the interviewees by semi-structured interview method and data collection was done from 17 of the interviewees until theoretical saturation was achieved in the 15th interview. Coding the first 15 interviews, the initial mental framework of the researcher was formed, and subsequently, by conducting subsequent interviews and using the new codes obtained, he developed the mental framework until the theoretical adequacy of the interviews was completed by conducting the final 2 interviews. The main structure of data analysis in the Strauss-Corbin method is based on three open, central, and selective coding methods. The first stage of data analysis and interpretation in the grounded theory method is open coding, where the data is broken down into its smallest unit. The second stage is axial coding, during which the data is analyzed, conceptualized, and put together in a new way. Axial coding requires that The analyst has reached several categories and has them in hand. This is the process of converting concepts into subcategories (in axial coding, the grounded data theorist selects an open-coding phase category and places it at the center of the process being investigated (as the central phenomenon), and then other categories) relates to it. Other categories are: "preliminary conditions", "strategies", "contextual and intervening conditions" and "consequences". This stage includes drawing a diagram, which is called a "coding model". The third stage of analysis and Data interpretation in this method is selective coding. Selective coding is a process in which categories are linked to the central category and form the theory. At this stage,

the core category is identified and other categories are systematically related to it. Interviews with questions such as "Factors affecting the psychological components of branding in the food industry in terms of structure and content, what elements do you know?" "What characteristics distinguish the current state of branding psychology in the food industry?" "What are the barriers to branding psychology in the food industry?" After the open coding process, 303 primary codes were created and 68 open codes were extracted. In the second step, based on the similarities and differences among the extracted codes, the codes were grouped in a common axis and 17 axis codes were obtained. In the third stage, based on the six-component model of Strauss and Corbin, one of the categories was selected as the central category, and the relationship of other categories in the paradigm model with it was determined. Participants and sampling To collect data, from managers, elites in the brand field, including all managers and expert managers (university managers and professors of some management faculties (Dahaghan University, Shahreza and Isfahan, Khomeinishahr) and people with practical experience and jobs in the food industry are among the tools An exploratory interview

was used. The interview sample was 17 people, and the purposeful sampling method and the snowball method were used to select them, and the interview was semi-structured and in-depth with open questions. Also, library studies were conducted to review the documents. The number of the studied samples was sufficient. It was obtained through the theoretical saturation (sufficiency) method. To implement the foundation's data strategy, in this research, a systematic approach with three techniques of open, central, and selective coding was used. Also, the acceptability criterion used in the evaluation of research based on the foundation's data instead of validity and Reliability has been used. Acceptability means that the research findings are reliable and believable in reflecting the experiences of the participants, the researcher, and the audience about the phenomenon under study. Ten indicators of acceptability criteria have been introduced, 5 of which are used in this research to improve accuracy. Scientific, validity, and reliability were used. The audit strategies used are the sensitivity of the researcher, the coherence of the methodology, the appropriateness of the sample, the repetition of a finding, and the use of feedback from informants.

Table 1.

Several factors in the definition of talent management (Ashton and Morton, 2005) [14]

Age	Side	work experience	Grade	Education
48	Boss	24	Doctorate	Business Management
53	Boss	21	Doctorate	Management of ----- Bazargan
49	Head of Business Improvement Department	17	Doctorate	Management of ----- merchants
47	Head of Transformation and Renovation Department	23	Doctorate	Management of ----- merchants
57	Gaz Asari sales representative	23	Masters	Industrial Management
53	Head of the group	22	Doctorate	strategicmanagement
44	professor	14	Doctorate	Management of ----- merchants

Age	Side	work experience	Grade	Education
32	professor	7	Doctorate	business management
53	Member of the board of _ Reghaz Asari	17	Masters	Executive Management
49	Gaz Asari sales representative	13	the expert	Business Management
43	Internet sales manager Gaz Asari	14	Doctorate	Industrial Management
54	Central Deputy	18	Doctorate	governmental management
52	Director General	30	Doctorate	Management of the economic system
46	professor	10	Doctorate	Business Management
45	professor	12	Doctorate	Business Management
55	Member of the board of _ Reghaz Asari	10	Doctorate	Evaluation management
50	CEO	30	Doctorate	Management of the economic system

Research Findings

To answer the research question "What is the conceptual paradigm of relationship management with employees?" The open and central codings of each part of the contextual model are given below.

Causal conditions Psychological factors of branding in the food industry the conditions of the category that affect the central category The basis of the interviews done The core codes of "customer characteristic change,

market uncertainty, understanding the importance of branding, lifestyle changes" have been identified and related to another wider selection code called causal conditions. The participants in the research stated that conditions are involved in the psychological factors of branding in the food industry, such as culture building, the way of interacting with human capital, and the structure of the banking organization, which is given in Table No. 4.

Table 2.

Axial coding of qualitative data (causal conditions)

Open source	Categories	Dimensions	Paradigm position
Competition intense between Companies producing Gaz	Developing competition in the Gaz industry	Competitive pressure	Causal conditions
The need to develop an advantage			
Competition of the Gaz Asari brand			
The strengthening of competing brands in Gaz industries			
Pressure For Competition With other Gaz brands			

Open source	Categories	Dimensions	Paradigm position
hard And complicated Become environment Competition in Gaz industries			
Increase Competition AtMarket Exports increase Actors That To one the part come in be			
Changesin Technology in theGaz food industry			
Companies With BrandsFamous Increase products Similar goods or substitute goods			
Brand competitiveness at the level of Gaz industry companies			
Development of new forms of presenting Gaz acceleration Catch Changes environment commercial	Creative competition		
Intensification of strugglesinadvertising The possibility ofcreating value-superior			
Presentation Products new Leader in the food industry			
Markets global From way reinforcement And Development commercial	Global competition		
Development Global standards expectationsof increasing marketexport Top Carry Value brand self At Markets Internal and Foreign			
Variety of competitors foreign At Gaz production	Customer diversification		
Increased desire to be different Alternative products in terms of variety Need TobeExclusive to be			
Change demand Buyers Customer attention to the brand Products And Different services			
Distrust Market Consumption Increase behavior Complaint Amez Distortions cognitive	Customer uncertainty		
feelings negative Regarding invalid goods assessment brand Products Gaz production industries	Brand trust		
Decrease Feeling Risk Customer effects Gaz Asari brand On Behavior customers			
Fascination customersto Sanat Gaz brand			

Changing customer characteristics

Open source	Categories	Dimensions	Paradigm position
strengthen the trust And confidence of customers	The challenge of choice		
was not Options Better single option At Choice available	Customer emotional connection		
Relationships Personal and Emotional With Brands	Customer Activation		
the show I Optimal under the effect others Placement of customers	Intellectual property		
Increase excitement And emotions in consumers	challenges brand making		
getting stronger Self-concept Man Expectations Honesty From the brand	Brand position		
Knowledge professional about commodity campaigns marketing	Understanding the importance of branding		
Comparison with Brand Competitors distinction commodity From Goods competitor	Change in expenses		
Necessity of differentiating the Gaz industry	Lifest yle		
Increasing organizations imitator He copied the goods And Services	Lifest yle		
obstacles brand-making Manufacturers Lack of attention to professional ethics	Lifest yle		
Information false comprehensive Negative advertisements in the Gaz market	Lifest yle		
Increasing rumors in the industry reception brand Desirable in Gaz industries	Lifest yle		
known becoming a company through the Asari brand	Lifest yle		
importance of the part after-sales service Value special brand Extract for Production doers	Lifest yle		
The importance of loyalty To the Asari brand increase desire For the Asari brand by big customers	Lifest yle		
Application brand making Trade Gaz Asari Number of times And Volume shopping customers	Lifest yle		
links severe between Products And Brands benefit Hi technical And functional One Brand Gaz	Lifest yle		
Use of unnatural materials Product price increase	Lifest yle		

Open source	Categories	Dimensions	Paradigm position
The importance of finding the nutritional values of Gaz			
Change in the quality of manufactured products			
The development of information and communication technology in the lives of customers	Non-biological uses		
Attention to the social aspects of production			
The importance of respecting the environment in food industry production			

Contextual conditions of employee relationship management

The background or context is a set of special characteristics that indicate the phenomenon in question, that is, the place of events and events belonging to the phenomenon. The context indicates the set of

special conditions in which action and reaction strategies take place. A set of background elements Based on the relationship management with employees, it includes "sustainability of brand effects, flexible brand features, branding skills ", which is described in Table No. 5.

Table 3.
Axial coding of qualitative data (contextual conditions)

Open source	Categories	Dimensions	Paradigm position	
Features a shape Gaz Asari brand evaluation Positive To Gaz Asari brand dependency emotional To Gaz Asari brand create a Feeling Belonging to Gaz Asari attitude a positive Ratio To the Gaz Asari brand	Intrinsic effects	Persistence of brand effects	Background conditions	
Existence comment Long term to Gaz Asari image Gaz Asari producer	Emotional effects			
Feeling success Value Credit and Social advertisements Verbal Positive increase Information And Knowledge of technical Desirability Hi Customer At Selection One the product	Social effects			
Existence Attitudes Favorable to brand affiliations	Cognitive effects			
The ability to understand the environment's dynamic	Environmental effects			
Attention to the needs of environmental Desire to invest in the Gaz Asari brand vision Culture And mentality Beneficiaries	Organizational effects			
Homogeneity Character Gaz Asari brand	Brand mana			Flexible brand features
Continuity and Stability Value Hi The foundation of Gaz Asari				
Durability on Gaz Asari's mind				

Open source	Categories	Dimensions	Paradigm position
Continuity and Stability Brands Products	Brand diversity	Branding skills	
Possession From identity Hi Gaz Asari multi-role			
Development of benefits Functional Gaz Asari distinction At Price And Or the amount of requested goods			
Producer Attitude Ratio To Gaz Asari brand	Branding power		
The ability to follow similar brands as Gaz Asari	Brand Intelligence		
Paying attention to the cultural foundations of the Gaz Asari brand			
The ability of the brand to adapt to changes in the environment	Branding knowledge		
mastery Of brand making And Gaz branding			
Adequate knowledge of Gaz branding			
Ability to differentiate the product	Environmental advertising		
Mastery of virtual social networks in connection with Gaz			
Technological literacy and appropriate to the issues of the day			
Knowing new platforms in Gaz advertising			
Knowledge of managing customer needs	Communication skills		
Ability to cluster customers			

Intervening conditions of employee relationship management They facilitate or constrain strategies within a particular context. Contributors argue that Customer, company capability,

brand competition capacity, Gaz industry management challenges, psychological intervention conditions of branding in the food industry.

Table 4.

Axial coding of qualitative data (intervening conditions)

Open source	Categories	Dimensions	Paradigm position
Loyalty customers to existing brands	customer behavior	Customer	Intervening conditions
reduce the length of life			
answers behavioral aroused			
tendency Consumption does To shopping Brand Gaz	Customer emotions		
Irritability of decision-making For shopping			
awareness From reaction to emotional And Emotional			
Process Decision-making Emotional			
Value Perceived prestige of customers	Knowing the customer		
amount intensity or depth closeness mental customers With Gaz Asari brand			
dependency strong And personal between the customer And the Asari brand			
belonging Mind Customers to consumer products			
Durability The taste and aroma of the product At Mind buyer			

Open source	Categories	Dimensions	Paradigm position
awarenessOfTime	Appropriate shopping		
Visualization	Foreign brand		
Understandingtheideas	an individual customers		
image mental	From the product And brand		
Memory interventions	Customer		
Experience	And a diary shopping		
understanding connections	brand		
Consequences	brand		
Value mental attitude	brand		
mistakes	Customer perception		
The influence of media social	In the mind of the customer		
Non-authentic names and brands		Distortion of customers' awareness	
Currents social			
Faltering in power	Decision get Customer		
inconsistency image	From self With image mental brand		
Feeling Responsibility social	Gaz Asari customer Madari Gaz Badaji		
Simultaneity and location of goods and services			
Making	Gaz Asari products and services available		
Feeling welcome	From Process Buy from Gaz Asari branches	The company's communication function	
Optimal to be Function	Products And Gaz Asari services		
amountof relationships and interactions with Customersof	Gaz Asari		
vision Ratio	To Gaz Asari business		
success long time	A juicy bite		
Awareness of competitor's strength		Competitive power	
strength competitive	Company		
position	Company At Gaz Bazaar		
Attention To Morality	Commercial		
to have a baseOfcustomers	Loyal		
Evaluations internal aboutthe quality ofthe product			
Giving importance to transparency in production			
Loyaltybehavior	For creatingBoth Nawai With Gaz Asari brand	The social capital of the company	
Functions Interactionand StatusAnd Validity	Gaz Asari		
nature Social	Gaz Asari		
amount Value And acceptability	Gaz Asari brand		
advertisements	Gaz Asari's social oral		
cost attraction one	New customer		
cost keep customer		Customer fees	
Advertising long And Laborious			
Misjudgment	Consumption doer		
Exclusive to benamedTrade	Gaz Asari		
Ability And Capacity	Gaz Asari brand	Brand innovation capability	
innovations diverse	Gaz Asari brand		
Property Hi exclusive	Gaz Asari brand		
Synergistic power	Gaz Asari brand	The specialcapacity of the brand	
The ability to customize	Gaz Asari		

Open source	Categories	Dimensions	Paradigm position
profitability Brand in competitive conditions	Brand attributes		
Attractive And staring doer to be			
able confidence to be			
Property Hi Qualitative Tangible			
qualification And merit			
Unique And unique to be			
Attractive And Entertaining			
reliable			
Stability Property I see			
Durability of quality perception done			
Prominence brand	The functional challenge of Gaz Asari	Challenges of Sanat Gaz administration	
Assets main brand			
Inseparability Services			
Market constraints Target			
type limitation activity Commercial Organization			
Limits of innovation organizational			
complexity And Structural strength			
Vulnerability normative			
Vulnerability Information			
Media interventions social			
Manpower empowerment costs	The structural challenge of Gaz Asari		
motivation more ToprocessInformation New			
Conflict of interests of the owner Infiltrators			
	The content challenge of Gaz Asari		

Communication management strategies with employees based strategies Actions and reactions are used to control, manage, and feedback on the phenomenon under study. Strategies are purposeful and they are done for a reason.

The strategies of this research include differentiation strategy, modeling strategy, discovery strategy, resistance strategy, and psychology of branding in the food industry. It is shown in the table below.

Table 5. *Axial coding of qualitative data (strategies)*

Open source	Categories	Dimensions	Paradigm position
Focus on quality And Gaz Asari's innovation	Quality development	Differentiation strategy	Strategies
Development of Gaz Asari brand services			
review At Methods Business Traditional Gaz Asari			
Development Propulsions effective At businesses a lot Small Gaz Asari	Process reengineering		
forming again Darges Asari processes			
cognition Propulsions Kelidi Gaz Asari	Differentiation in advertising		
Correcting the defective cycles oftheGaz Asari brand			
Customer attention management based on psychological aspects oftheGaz Asari brand			
Multimediaization of Gaz Asari brand advertisements			
Techniques of influence on attitude and persuasion to accept Gaz Asari			

Open source	Categories	Dimensions	Paradigm position
Focus on issues of environmental Developing a sense of ownership and psychological incitement Feeling Man	Internal alignment with the brand	Modeling strategy	
Creation guarantee And confidence From benefits item Expectation	Psychological security of the consumer		
Add Information about Value One the product the balance Ongoing between Organization And customer			
confidence to give To Function the product And service			
Transparency of product information Using psychological patterns of competing brands Psychological analysis of the effects of consuming other products	Competitive psychology		
Adaptation Strategic Giving meaning to consumption analyze strategic Competitors' brand	Alignment strategy		
Optimization Features functional the product Developing the ability to match with the competitor Discipline to Processes Commercial			
Strong more to do Relation Gaz Asari brand With Customer At the length Time advertisements Mouth To Dhan Gaz Asari	Emotional management		
Increasing the psychological literacy of Gaz Asari employees			
made Brands has the theme Love And Interest in Gaz Asari			
Managing consumer emotions Ratio To one Gaz Asari brand			
souk to give customers satisfaction To Gaz Asari's loyalty	Customer orientation		
Demand management Gaz Asari buyers Illustration mental At Purchases Gaz Asari organization			
Objectify the performance And benefits of Gaz Asari product			
Using the capacities of psychological effects of color reinforcement of the power To remind Gaz Asari brand Matching color and environment in Gaz Asari advertisements	psychology Color	Discovery strategy	
Development of psychological knowledge of Gaz Asari customers	Discover a new market		
Development System identity Basri Gaz Asari Makeup Different Gaz Asari product			
Using a range of colors to suit Gaz Asari customers analyze Beneficiaries Kelidi Gaz Asari			
Brand share management from the Gaz Asari market Discover markets communicational Among Gaz Asari International			
Research Hi Marketing for Gaz Asari brand Development Markets Export Gaz Asari identity social Gaz Asari brand	Social creativity		
Focus Roy Features New Gaz Asari Use From Symbols for Gaz Asari			

Open source	Categories	Dimensions	Paradigm position
Possible Match continuous With changes in the market internal making Gaz Asari's knowledge association name Commercial Gaz Asari in Mind customer	Conversation making	Resistance strategy	
Designing Strategic And Creative Development and diversification planning Gaz Asari products	architecture brand		
Symbols and Symbols related To the Gaz Asari brand Arrangement of sensory elements of Gaz Asari product engaged in All Beneficiaries with Gaz Asari management strategic Experience customer analyze Beneficiaries a key	Strengthening organizational policies		
Strengthen communication in internal organization Elements mixed marketing Puberty at Breeding Fund Hi human management keep customer	Organizational capital management		
Standardization Programs And Planning Standardization system assessment Standardization of the system attraction forces Human Standard Features on the product	Standardization		
System development Identification to Gaz Asari brand Supervision regular Function At equal to Standards a key advertisements imaginary And Technologies Updates on the Gaz Asari brand division Gaz Asari market prevent From logging into Competitors New ' Register purchases new Use From marketing internal	Strengthening the brand system		

Implications of employee relationship management

The results emerge as a result of strategies. Consequences are the results of actions and reactions. Consequences cannot always be predicted and are not necessarily what people intended. It is also possible that what is

considered an outcome at one point in time may become a part of conditions and factors at another time. Based on the conducted interviews Consequences included Short-term consequences are long - term consequences.

Table 4.

Result Qualitative data axis coding

Open source	Categories	Dimensions	Paradigm position
the effect of psychological Color brand marketing And producing Materials And Products food repetition shopping From one Category the product cognition And accountability To the needs of consumers	Strengthening the consumption of products Develop customer relationships	Short-term consequences	consequences

Open source	Categories	Dimensions	Paradigm position
Levels higher satisfaction Customer from Brandez Asari			
Feeling Security from Brandez Asari			
Feeling Satisfaction and Proud of Brandez Asari			
Decrease risk And Absence Assurance of Brandez Asari			
reception social			
easethe establishment of relationships with customer			
Inspiration Catch From Brandez Asari			
Made feeling Common Among Customers			
Use From Nostalgia And the past brand			
Continuity support And Loyalty	Strengthen emotional capital		
Feeling comfort And Peace And Friendship			
expectationsof social relation tothe product			
supply QualityExpectationscustomer			
way logical Forcreating theGaz Asari brand			
Durabilityofthe product At Mind buyer	Development of brand		
Decrease costs advertising	technical efficiency		
Reducing commercial branding costs			
Create flow cash in circulation			
profitability more			
Increase Fund put			
Brandez Asari's financial turnover			
level Comparison with competitors	increase the power brand		
Increasing the maneuverability of the brand in development			
The customer's emotional connection with Barbrandez Asari			
create Feeling Responsibility acceptability Man At Relation With brand			
Increase confidence customers			
Strengthening the customer base Loyal	position Yabi		
Increase confidenceinconsumer From Brandez Asari			
Increasing quality inference doneByBrandez Asari			
DecreasetheGap between Identity Brandez Asari And the product			
Understanding the features aesthetics And meanings symbolic That FromtheSimai Gaz Asari brand			
Production proportional With inclinations personal	Strengthen brand credibility		
ReducingMistrustMarket Consumption			
Increasethe Volume ofshopping customers			
increase inthe length ofcustomer life			
Development of responsibilityforsocial			

Among the identified factors, a selective coding paradigm was performed, and based on that, the linear relationship between the secondary code and the central core of the research, including causal conditions,

background conditions, intervening conditions, strategies, and consequences, was determined. Figure 1 shows the coding paradigm and, in other words, the qualitative research process model.

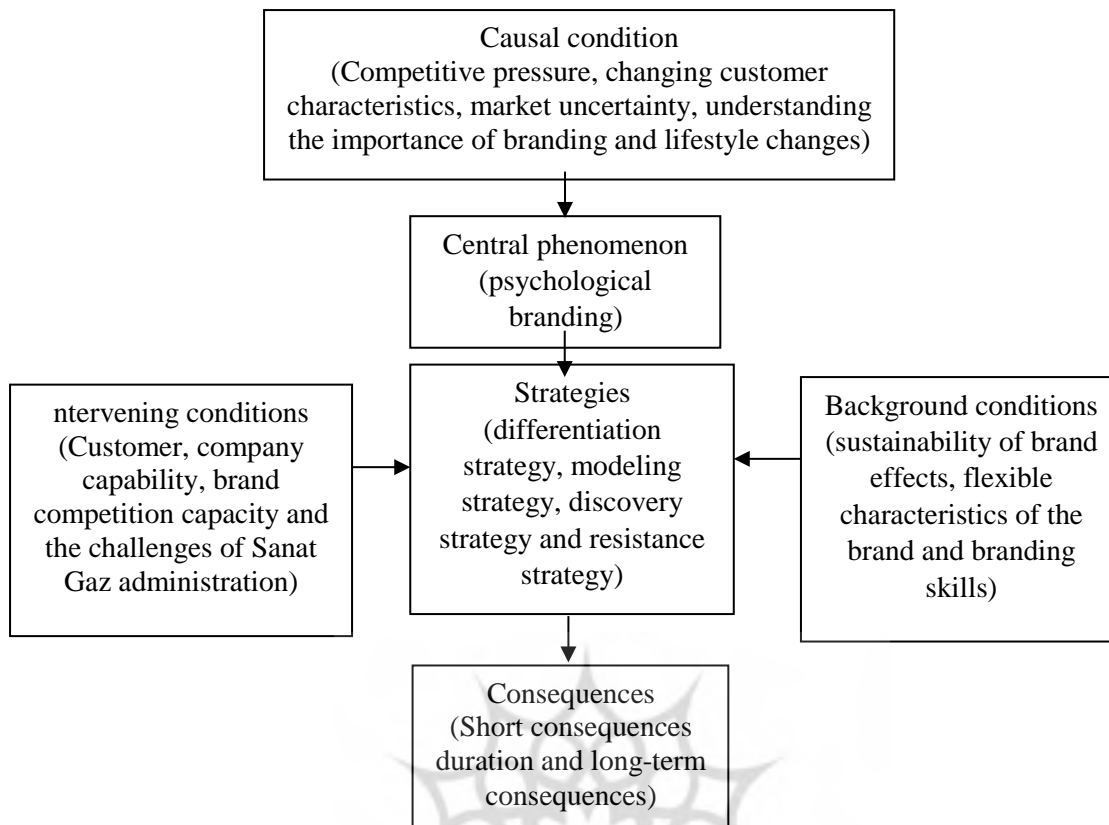


Figure1. *Qualitative research process model*

Conclusion

The current research was trying to identify the psychological model of branding in the food industry under study: Gaz Asari. In this regard, interviews were conducted with employees and experts in the food industry, and based on the analysis of the data from the interviews, the effective factors for improving the performance of the company on relationships, the consequences of improving the management of communication with employees on relationships, strategies, factors The interventionist and background conditions were identified and developed in the form of a model. The statistical population of the research in the qualitative part was 17 people. After interviewing the selected sample and thematic analysis of the data, the effective factors on the psychology of branding in the food industry, the consequences of the psychology of branding in the food industry, strategies, intervening factors, and background conditions were identified. In

this research, out of 303 primary codes and 68 open codes; 5 core codes were included in causal conditions. The first category of competitive pressure includes the dimensions of the development of competition in the Gaz industry; Creative competition and global competition. The second dimension of changing customer characteristics includes customer diversification; customer uncertainty; brand trust; and the challenge of choosing; It is the emotional connection of the customer and activation of the customer. The third dimension of market uncertainty includes intellectual property and branding challenges. The fourth dimension of understanding the importance of branding includes the position of the brand and the benefits derived from the brand, and the last dimension of lifestyle changes includes changes in non-biological consumption. The researcher has come to the conclusion that the intense competition between companies producing Gaz; Necessity of developing the competitive advantage of Gaz Asari brand;

The pressure to compete with other Gaz brands; the tough and complicated competitive environment in Gaz industries; acceleration of changes in the business environment; growing expectations of export markets; change in customer demand; Customer attention to different brands of products and services; increased complaining behavior; negative feelings towards invalid goods; negative feelings towards invalid goods; Customers' fascination with Sanat Gaz brand; being influenced by other customers; Expect honesty from the brand; The importance of loyalty to Asari brand; increase in the price of products; Changing the quality of manufactured products is one of the psychological components of branding in the food industry (case study: Gaz Asari) that managers and subordinates should provide appropriate solutions for these components. Differentiate strategies into four general categories; modeling strategy; Discovery strategy and resistance strategy. The first category includes qualitative development; process reengineering; differentiation in advertising; Internal compatibility with the brand and psychological security of the consumer. The second category includes rival psychology; balancing strategy; and emotional management; It is customer-oriented.

1. Practical suggestions for research

The importance of respecting the environment by food industry products
The need to develop information and communication technology in the lives of customers
Increasing desire for the Asari brand by big customers
Recognition of the company through the Asari brand
Providing new leading products in the food industry
Development of new forms of presenting Gaz
Technological changes in the Gaz food industry
Necessity of developing the competitive advantage of the Gaz Asari brand

2. Practical suggestions for psychologically effective branding strategies in the food industry (case study: Gaz Asari):

Analytical advertising and up-to-date technologies in the Gaz Asari brand
Regular monitoring of performance against key criteria
Planning the development and variety of Gaz Asari products, focusing on the new features of Gaz Asari
Analysis of key stakeholders of Gaz Asari
Driving the customer from satisfaction to loyalty to Gaz Asari
Strengthening Gaz Asari's brand relationship with customers over time
Psychological analysis of the effects of consuming other products
Adding information about the value of a product
Techniques of influence on attitude and persuasion to accept Gaz Asari
Customer attention management based on psychological aspects of the Gaz Asari brand
Development of effective drivers in very small businesses, Gaz Asari
Reviewing the traditional business methods of Gaz Asari
Focusing on the quality and innovation of Gaz Asari

3. Practical suggestions for the psychological requirements (background conditions) of branding in the food industry (case study: Gaz Asari):

Knowing new platforms in Gaz advertising
Possessing the multi-role identities of Gaz Asari
Continuity and stability of Gaz Asari's fundamental values
Existence of favorable attitudes towards brand affiliations
Positive attitude towards Gaz Asari brand
Positive evaluation of the Gaz Asari brand

4. Practical suggestions of psychological challenges (intervening conditions) of branding in the food industry (case study: Gaz Asari):

Familiarity with behavioral loyalty to create harmony with the Gaz Asari brand

Optimizing the performance of Gaz Asari products and services

Making Gaz Asari products and services available

Creating harmony between the self-image and the mental image of the brand, a strong and personal relationship between the customer and the Asari brand

Awareness of emotional reactions

5. Practical suggestions of the psychological consequences of branding in the food industry (case study: Gaz Asari):

Increasing the volume of customer purchases

Increasing consumer trust from Asari brands

Creating a sense of personal responsibility about the brand

Reduction of commercial branding costs

Building a common sense among customers

Reducing the risk and uncertainty of Brandez Asari

A sense of satisfaction and pride from Asari brands

Knowing and responding to the needs of consumers

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