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Investigating the Impact of Visual Attention on Brand Recall with Moderating Role of Brand Usage Experience: (Case of study; four and five start hotels in Mashhad)

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Abstract

The purpose of this study is to investigate the effect of visual attention on brand recall considering the moderating role of brand usage experience (case of study; four- and five-star hotels in Mashhad). The research method is applied in terms of purpose and descriptive correlation in terms of data collection. The statistical population of the study includes all the guests of four- and five-star hotels in Mashhad city, which is an undetermined and unspecified number, therefore, based on the rule of 5-10 times structural equations, to estimate the sample size, 170 people were selected using multi-stage cluster sampling method. The measuring instrument of this research was a standard questionnaire with 17 questions. Content validity of the questionnaire was confirmed according to experts' opinions and its construct validity was confirmed based on confirmatory factor analysis technique. Cronbach's alpha test was used to measure the reliability of the questionnaire and the reliability was also confirmed. In order to analyze the data, structural equation technique was used with smart PLS software. The results showed that visual attention have a positive and significant effect on brand recall due to the moderating role of brand usage experience. It was also found that brand experience can moderate the effects of hotel visual attention on brand recall.

Keywords: Visual attention, brand recall, brand usage experience, four- and five-star hotels in Mashhad.

1. Introduction

The outbreak of the Covid-19 pandemic was expected to cost the tourism sector at least $22 billion, as travel volume was down 25 percent in 2020, leading to the loss of 50 million jobs (Agarwal, 2021). Inbound flights of international tourists in 2020 decreased by 1 to 3 percent globally, resulting in a loss of 30 to 50 billion dollars in the international tourism industry (World Tourism Organization, 2020). The surveys conducted comparing hotel income in the week of March 21, 2020 compared to the same week in 2019, show that hotel stays have decreased by 50% or more in all countries (Gössling et al., 2020). The key to success in such critical conditions and achieving successful performance is to improve brand performance (Elsharnouby & Elbanna, 2021). Studies conducted on hotels and accommodation establishments show the successful performance of branded hotels compared to hotels without well-known brands. In addition, the rate of growth and expansion of branded hotels has been significantly higher than non-branded hotels (Kiani & Taherpour, 2020) .

The increase in market competition has reduced management's ability to predict market behavior, and under such conditions, managers often abandon wrong decisions. Especially in the case of hotels, during times of intense competitive activities, competitors offer reduced prices on goods and services to maintain and secure

stocks in the market (Shirazie & Farokhian, 2020). This is because the services and goods available in a hotel have an expiration date, and if the rooms are not rented in one night or the restaurant is empty, the possibility of selling similar items is lost. Therefore, management is under pressure to lower their rates, which ultimately leads to a reduction in revenues and a drop in hotel performance. Hence, the hotels can continue to exist, that keep the occupancy rate of their rooms at a high level, which is possible by creating positive memories in the minds of tourists and customers (Pashaie, 2017). Therefore, if the customers remember a hotel brand well, they will return to the hotel again in their next trips, and this will lead to higher revenue and higher growth in earning from the customer of each room (Rahimnia & Fatemi, 2012).

Remembering a hotel brand as a positive experience is highly related to tourists' motivation and emotions (Simmonds et al., 2019). In such a way that good experiences have positive effects on the mood and feelings of tourists and customers and create a pleasant feeling in the cultural confrontation between the tourist and the host society, which results in the desire to return to the destination (Pashaie, 2017). Furthermore, according to Korte (2007), in general creating good and memorable experiences and past memories of people, affect their emotional attachment to the favorite destination, and this can have an effect on recalling positive memories of the brand (Mohammadian et al., 2016). According to Simmonds et al. (2019), one of the effective factors in positive recall of a brand that helps the mind of customers and tourists, is paying visual attention inside the hotel and hotel rooms (Yu et al., 2020). The type of coloring inside the rooms, the lighting of the hotel area, the clothing of the staff and the luxury of the chairs, faucets, services, etc. will have a significant impact on the minds of the customers (Jani & Han, 2021). For instance, lighting, texture and materials together will create a bold and unique combination in the rooms which makes them different from other hotels rooms. This difference can be favorable for some people although sometimes the crowded space is not liked by everyone, it will definitely bring a different spatial experience to customers and tourists (Pourzarandi & Ghayour, 2020) .

Hotel management, as one of the important subcategories of the tourism industry can serve the goals of this industry (Namin, 2017). Customers expect higher service in the hotels with successful brands. Because quality of the services in these hotels have been introduced as the best quality of the hotel services among customers (Shirazie & Farokhian, 2020). A well-known hotel brand increases its competitive advantage and shareholder value. Hotel customers pay attention to the hotel brand and the brand is the basis for their choice. The increasing attention to the hotel services, the existence of many brands in this sector, the competition between service providers and the similarity of services that can be provided to customers have led to the confusion of customers in choosing a brand and creating a distinction between them (Kiani & Taherpor kalantari, 2020). In such a situation, the brand image and marketing activities will strongly influence the customer's decision. Considering that the most important assets in the service sector of the hotels are intangible and include customer loyalty, brands, company symbols and slogans, brand attitude, brand reputation, brand association and awareness, these assets along with other tangible dimensions includes the optimal performance of the brand and is considered the primary source of creating a competitive advantage. Creating a stable and powerful image while having a high reputation and credibility is a hidden resource, that can differentiate a service provider from its competitors (Bahari et al., 2016). Therefore, hotel marketing managers should always look for ways to establish the brand of their products in the minds of customers and make them easier to remember. Research in this field has shown that when the emotional memory of customers receives information through the five senses, it is easier to transfer the brand name to the long-term memory (Nazari et al., 2014). Remembering the brand requires that customers correctly recall the brand when they encounter or hear the name and the mark of a brand (Hadadian et al., 2016). According to the above content and the existence of a theoretical gap in this regard, the main question that has occupied the researchers' mind is whether the visual attention will have an effect on brand recall considering the moderating role of brand usage experience in four-star and five-star hotels in Mashhad.

2. Literature Review
2-1. Brand recall
Remembering a brand is the most important part of it, and the purpose of doing this is to highlight the value of the brand (Kara & Yaprakli, 2020). The measure of brand recall in the field of marketing is the percentage of

people who can remember the trade name or the brand name. Usually, this index is calculated by sending a survey and measuring the results of the respondents' answers. This metric is usually divided into two types, assisted and unassisted. Brand recall is a qualitative measure that determines the relationship between the desired brand name (a type of product or a specific group of products related to it) and the target customers (Kazemi et al., 2022). Brand recall is a measure that shows how well the brand name of a business stays in the minds of the audience (Khoram et al., 2019). Accordingly, today's business managers, in order to attract more customers and most importantly to retain their former customers, should invest in brand recall (Memon et al., 2016) and take steps to create a positive experience for their customers (Simmonds et al., 2019). In this case, their customers are likely to remember the products or services of their favorite brand and return to buy the service or get the product again (Shirazi & Farokhian, 2020).

2-2. Brand usage experience

One of the concepts that have recently attracted the attention of experts in the field of consumer behavior is brand experience (Le et al., 2021: Becker & Jaakkola, 2020). Generally, the nature of brand experience has been investigated since early 1980s, but this concept was first proposed by Schmidt in 19997 (Rahimian et al., 2020). The experience of a brand can happen in two ways, direct or indirect. Direct consumer experience comes from physical contact with a product, and indirect experience comes from advertising or marketing communications (Karimian et al., 2020). Brand experience can be short term or long term and positive or negative. The root of customer experience is formed from direct communication with the organization to advertising, packaging, product features, reliability and originality of products and services (Abdollahzadeh et al., 2020). Researchers believe that the customer experience is considered as a whole that includes their interactions at the company's touch point, which includes cognitive, emotional, social and sensory elements (Bolton et al., 2018). Creating a pleasant sensory experience of the brand in service environments is very important and vital to strengthen the competitive position of a brand as well as its equity (Iglesias et al., 2019) .

Since brand experience is a theoretical and intangible concept, there is no tangible and physical indicator or tool to identify and determine the level of brand experience. The brand experience is created in the customers' mind in all stages and situations when they deal with the brand. By that, the customers form a file in their mind for a brand, which helps them psychologically to associate with the brand (brand associations) and be able to predict which associations they like and which they are not interested in. Therefore, customer experience of the brand is a very important concept for brand management in the way of creating changes in brand associations and achieving a better experience and increasing brand equity. To create a strong brand, a beautiful and unique customer experience must be created (Abdollahzadeh et al., 2020).

2-3. Visual attention

Perhaps the most important task of retailers is to manage the elements of the physical environment in order to influence the behaviors, attitudes and beliefs of consumers in a favorable way (Behe et al., 2020). For the first time, Kotler assigned the word "atmosphere" to the conscious design of space to make an impression on buyers. Researchers believe that the shopping atmosphere and conditions in which the products are purchased and finally consumed can be even more important than the products themselves (Kim & Kim, 2012). Researchers believe that external cues significantly determine buyer behaviors. One of these external factors is the environment of the store/hotel, which includes its architecture or the visual features of its structure and all that the structure encompasses (Garaus et al., 2015). The visual features of the environment are defined as the type of product packaging and design, layout type, the color of the interior environment, music, staff clothes, the stylishness of the environment chairs and lighting (Pourzarandi & Ghayour, 2020) .

• Layout type

Layout defines the entire sales space and it is categorized into special sections (Alizadeh & Karimi, 2020). Hence, the arrangement includes functional space, corridors and the arrangement of different sections. How to present the goods is important in order to have a direct effect on the purchasing action of customers (Banat &

Wanderbori, 2012). The correct and stylish arrangement of goods and a neat appearance can facilitate the sale process. When we come across identical products in stores with different appearances, we can clearly see that the product in a fancy store attracts much more attention than the same product in a regular store (Shahpouri et al., 2017). Environmental layout is very important because it guides customers in choosing products. Good arrangement makes shopping more enjoyable and reduces the psychological pressure in shopping (Salar & Abolfazli, 2013) .

• Lighting

Effective use of light, one of the factors involved in interior appeal, can increase the level of performance in most environments. Lighting can be used to attract customers, direct them to a specific area, draw attention to specific product and lead to transaction process (Shahpouri et al., 2017). Proper lighting also directs customers to the goods and creates a positive feeling in them (Salar & Abolfazli, 2013). Optimum lighting attracts and engages more customers than simply lighting the spaces in the store. The optimal lighting is to highlight the product, shape the spaces and create a good feeling and state of that environment in the customer's mind. Lighting can even be used effectively to devalue places that are static and less attractive (Kotler, 2015).

• Music

Playing music indoors is one of the new ways to attract customers and make them stay longer in the environment, which is widely used by large retail stores today. In an environment, music can also play the role of a strong emotional stimulus (Ghafari Ashtiani et al., 2018). Music is one of the factors that can control and affect the emotions of customers (Anwar et al., 2020). It is thought that background music will improve the mental image of the environment, employees will be happier and customers will be encouraged to buy (Giahi, 2011). The power and presence of music in human life is well known. Music is a soothing and relaxing factor that affects impulse buying behavior of customers (Badgaiyan & Verma, 2015). Buyers react to music psychologically and behaviorally. Music is one of the most important factors that are investigated in research on its effect on emotional states. Music is an important environmental factor. Music creates certain behaviors from customers. The right music creates positive emotions in customers (Salar & Abolfazli, 2013).

• Ambient scent

Among the five human senses, the sense of smell is the closest sense to the emotional reactions of people as the olfactory bulb is directly connected to the lateral system in the brain which it is the place of immediate emotions in humans. Therefore, the scents in the store space act as an important environmental variable in creating an emotional response in customers. More than any other sense, smell is directly related to feelings of happiness, hunger, disgust, nostalgia and roving. That is the reason that marketers strive to create these emotions. Desirable and pleasant scents create good mood in customers and arouse their curiosity also, keep them in the store for a longer time, which leads to more sales (Pourzandi & Ghayour, 2020). According to the research of previous researchers, it was found that products offered in a fragrant atmosphere will be evaluated better by customers. If the shopping space is fragrant and aromatic, the customer is more willing to buy, hence, any mild scent like vanilla have the most effect and makes the customer spend more time in the store for shopping.

• Coloring

Color is the most important tool in window and interior design and it creates involuntary reactions. It creates special emotional reactions and attracts attention. If the right colors are used, good energy can be transferred to customers. It should be said that if color is used correctly, it is one of the most effective and cheapest ways to create a good mental impression of the store (Shahpouri et al., 2017). Since colors have different meanings in different cultures, a cross-cultural perspective of colors is necessary to develop effective global marketing strategies. Colors have different effects on different people. On the other hand, the difference in gender causes a difference in the provision of colors. In Cambalo's (1987) research, about the link between colors and emotions, yellow, orange and blue are mentioned as happy colors and red, black and brown as sad colors.
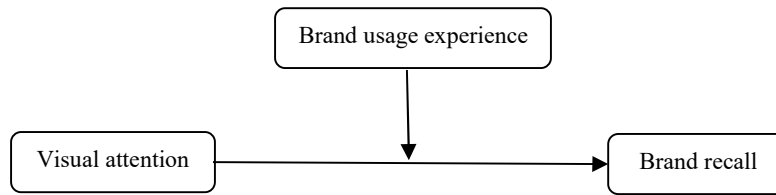
Figure 1. Conceptual model of the research, adapted from Simondus et al. (2019) research

Research Hypotheses

H_1:Visual attention has a significant effect on brand recall in 4 and 5 star hotels in Mashhad.

H2:Brand usage experience, moderates the effect of visual attention on brand recall, in 4 and 5 start hotels in Mashhad.

3. Methodology

The present research is applied in terms of purpose and descriptive in terms of nature. The statistical population in this research is all the guests of four and five star hotels in Mashhad. Considering the uncertainty of the number for the researchers, the method of 5 to 10 times the number of items (Amani et al., 2012), was used to calculate the sample size. Therefore, based on this rule, 170 guests (17*10) were selected. The sampling method in this study is a multi-stage cluster. In this way, all four and five star hotels were considered as the first cluster. In the second cluster, a number of these hotels were randomly selected, and finally in the third cluster, the questionnaires were randomly distributed among the customers who stayed in these hotels. In this research, the standard questionnaire of Simondus et al. (2019) was used. The reliability of the questionnaire was confirmed using Cronbach's alpha and the validity of the questionnaire was confirmed using content validity, construct validity and convergent validity methods (tables 1 and 2).

Table 1. Validity and reliability

Variable	Question	Factor load	Convergent validity	Cronbach's alpha reliability	Composite reliability
Visual attention	q1	0.752	0.549	0.883	0.907
	q2	0.920			
	q3	0.910			
	q4	0.904			
	q5	0.930			
	q6	0.742			
	q7	0.827			
	q8	0.897			
Brand usage experience	q9	0.780	0.677	0.851	0.888
	q10	0.896			
	q11	0.900			
	q12	0.826			
	q13	0.911			
	q14	0.928			
Brand recall	q15	0.738	0.654	0.735	0.850
	q16	0.844			
	q17	0.829			

Table 2. Reliability coefficient of research variables

	Visual attention	Brand experience usage	Brand recall
Visual attention	0.741	-	-
Brand experience usage	0.700	0.755	-
Brand recall	0.705	0.671	0.808

4. Findings
4-1. Descriptive findings

Descriptive findings of demographic variables are reported in table 3.

Table 3. Demographic profile of the sample

Items	Response	Frequency	Relative frequency percentage
Gender	Male	83	49
	Female	87	51
Age	Under 30	34	20
	31 to 40	59	35
	41 to 50	46	27
	Above 50	31	18
History of using hotel services	1 time	131	77
	2 to 3 times	20	12
	4 to 5 times	19	11
Education level	Diploma and below	24	14
	Associate degree	71	42
	Bachelor's degree	41	24
	Master's degree and above	34	20

Table 4. The status of central indicators according to research variables

Variable	Number	Mean	Min	Max	Standard deviation
Visual attention	170	2.25	1	4	0.893
Brand usage experience	170	2.41	1	4	0.973
Brand recall	170	2.92	1	4	0.913

The results of this table indicates that the average points of the opinions of 170 selected respondents regarding the research variables, visual attention, brand usage experience and brand recall are equal to 2.25, 2.41 and 2.92, respectively. And the dispersion of their opinions is equal to 0.893, 0.973 and 0.913 for visual attention, brand usage experience and brand recall.

4-2. Inferential findings

Checking the assumption of normality of data, using the Kolmogorov-Smirnov test (KS)

Since, in order to use appropriate statistical techniques, it must first be determined whether the collected data has a normal or non-normal distribution, at this stage we will examine the results of the Kolmogorov-Smirnov test for each of the variables and based on the results, we will adopt appropriate tests to check the correctness of the research questions.

H_0: There is no significant difference between the normal distribution and the data distribution (the distribution is normal).

H_1: There is a significant difference between the normal distribution and the data distribution (the distribution is not normal).

Table 5. Normal distribution of the research data

Row	Indicator	Error level (sig)	Result
1	Visual attention	0.077	Non-normal distribution
2	Brand usage experience	0.108	Non-normal distribution
3	Brand recall	0.059	Normal distribution

Since the value of the significance level (Sig) for all research variables is greater than 0.05, the assumption of normality is rejected, and Smart PLS software is used for structural equation modeling.

4-3. Testing Research Hypotheses

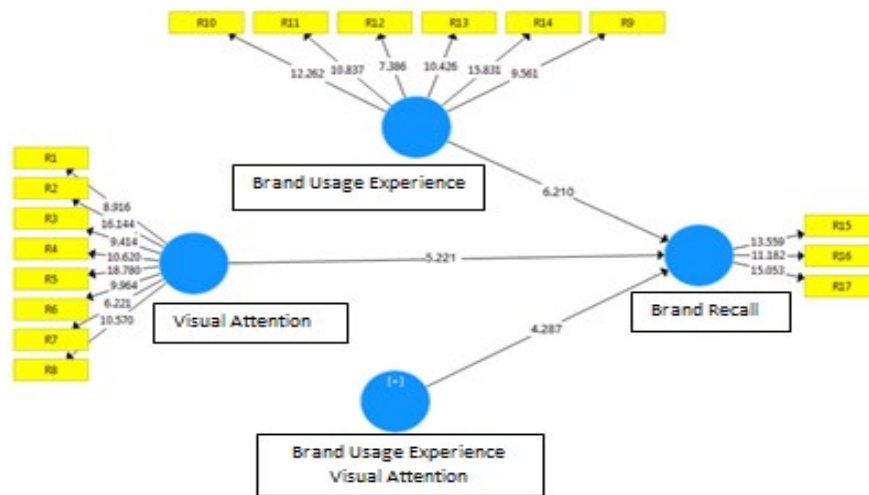In figures 2 and 3, path coefficients and t-statistics are reported.

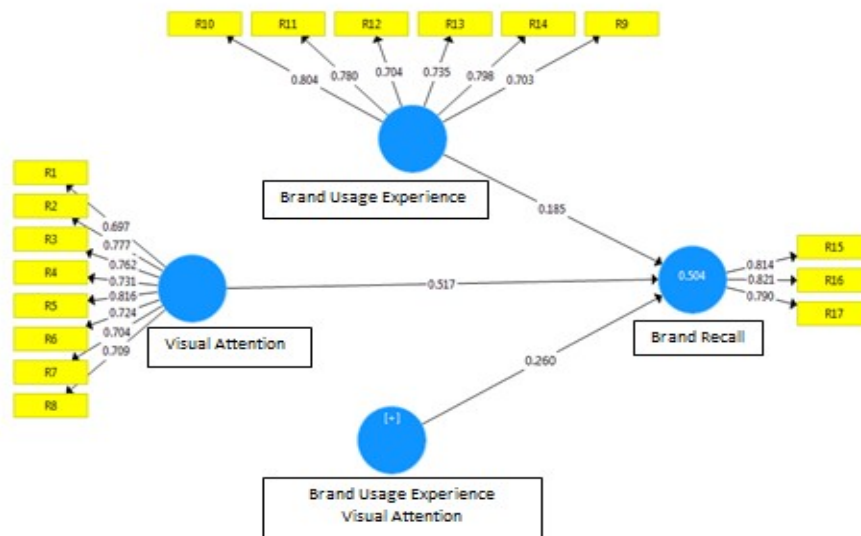**Figure 2. Structural equation model of research hypotheses (standard coefficient)**

Figure 3. Structural equation model of research hypotheses (significance coefficient)

The first hypothesis: Visual attention has a significant effect on brand recall in 4 and 5 star hotels in Mashhad.

Table 6. Standard coefficients and significant values of the model, test of the first hypothesis

Path	Path coefficient	Coefficient determination R^2	t-Statistics	p-value	Result
Visual attention has a significant effect on brand recall in 4 and 5 star hotels in Mashhad.	0.517	0.26 Moderate effect intensity	5.221	0.000	Confirmed

According to the results of the significance coefficient model from the structural equations of the first hypothesis of the research, since the significance value between the variables investigated in this hypothesis is greater than +1.96 (5.221), that is, the estimation error coefficient of this hypothesis is less than 5%, therefore, this hypothesis can be examined at the 95% confidence level. Now, based on the form of the standard coefficient, considering that the value of the path coefficient between the independent variable (visual attention) and the dependent variable (brand recall) is a positive value of 0.517, hence, it can be concluded at the confidence level of 95% that between brand credibility and brand loyalty, there is a positive and significant effect, and according to Cohen (1998), since the coefficient of determination is 0.26 and it is between the values of Cohen's criterion 0.16 and 0.69, therefore, the intensity of this effect is moderate .

The second hypothesis: Brand usage experience, moderates the effect of visual attention on brand recall, in 4 and 5 start hotels in Mashhad.

In testing and reviewing management models with moderating variables, two basic questions must he answered: First, does the moderating variable have a moderating effect? And secondly, if there is a moderating effect, what is its size? The first step in testing moderator models is to identify the presence or absence of the moderator variable. To respond to the presence or absence of a moderator variable, according to the scale of independent, moderator and dependent variables, four common tests are used, including: Significance test of change, R^2, Chow test, homogeneity of slopes test and factor variance analysis test. In this research, significance test of change, R^2, is used.

Table 7. Standard coefficients and significant values of the model, test of the second hypothesis

Path	Standard coefficient of direct path	Standard coefficient of indirect path	Moderating intensity	Significant values	p-value	Result
Brand usage experience, moderates the effect of visual attention on brand recall	0.185	0.260	10%	4.287	P<0.05	Confirmed-Weak effect

Structural equation technique has been used to test the second hypothesis. According to the results of the significance coefficient model from the structural equation model of the second hypothesis of the research in table 7, since all the significant values between the investigated variables of these hypotheses are greater than +1.96, that is, the estimation error coefficient of this hypothesis is less than 5%, therefore, these hypotheses can be examined at the 95% confidence level. Now, according to the change of the coefficient of determination before and after the presence of the brand usage experience variable, it was found that there is a mediator variable in this relationship and the mediator type is incremental. After realizing that one variable moderates the relationship between two variables, it is time to examine the intensity of this effect. Hensler and Fausot (2010) introduced the Cohen effect test formula to determine the intensity of the moderating effect, which is as follows.

$$f^2 = \frac{R^2 \text{ model with moderator} - R^2 \text{ model without moderator}}{1 - R^2 \text{ model with moderator}}$$

According to Cohen (1998), values less than 0.15 indicate a weak moderating effect, between 0.15 and 0.35 indicate a moderate moderating effect and greater than 0.35 indicate a strong moderating effect. As seen, the coefficient of determination is 0.185 when the moderator is present and 0.260 when it is not present. Therefore, the value of f^2 is obtained as follows.

$$f^2 = \frac{0.260 - 0.187}{1 - 0.260} = 0.10$$

4-4. Structural model evaluation

To evaluate the structural model, adjusted coefficient of determination, Cohen's effect size, predictor correlation and sharing index have been used. Values on the path between factors indicate Cohen's effect sizes between similar pairs of factors. Values of 0.02, 0.15 and 0.35 represent small, medium and large effects, respectively. Accordingly, the effect size between all factors is large. The criterion of sharing with cross-validity shows how capable the structural model is in predicting items through factors. The values of the sharing index with cross-validation in table 8 show that the power of the structural model in prediction is appropriate. The predictive relevance shows the ability of the model in prediction and is measured using the Stone Geisser criterion. If the value of this index is greater than zero, it means that there is a predictive relationship between the items of the similar factor. Values of 0.02, 0.15 and 0.35 indicate small, medium and large predictive relevance. According to table 8, the power of prediction is great in all factors.

Table 8. Sharing with cross-validity for factors and predictive relevance

Factor	SSO	SSE	$Q^2=1-SSE/SSO$	SSE	$Q^2=1-SSE/SSO$
Visual attention	1.072	1.072	-	631.627	0.411
Brand usage experience	402	402	-	263.307	0.345
Brand recall	402	290.145	0.278	279.224	0.305

5. Discussion and Conclusion

The first hypothesis: Visual attention has a significant effect on brand recall in 4 and 5 star hotels in Mashhad. According to the results of the structural equation technique in the first hypothesis, it was found that visual attention has a positive and significant effect on brand recall in four and five star hotels in Mashhad. This means that the correct audiovisual management of the hotel has an effect on improving the recall of the hotel brand logo in the minds of the customers. According to the researcher's experience, it can be concluded that paying attention to the visual space of the store by affecting the senses and emotions of customers will encourage them to buy and spend more time in the hotel. The design and arrangement of the interior space stimulates the curiosity and search in the guests, this means that they always remember the brand in the first choice. The type of coloring inside the rooms, the lighting of the hotel area, the clothing of the staff and the luxury of the seats, faucets, services, etc. will have a significant impact on the minds of customers and tourists. For instance, lighting, texture and materials together will create a bold and unique combination in the rooms and these rooms will be different from the rooms in other hotels. This difference can be desirable for some people and sometimes the crowded space will not be liked by everyone, but it will definitely bring a different spatial experience to customers and tourists. In general, the results of this hypothesis are in line with the research results of

Bakhshizadeh et al., (2016), Rostamian & Najafabadi (2019), Jalees & Rahman (2018) and Simondus et al. (2019), based on this, it is predicted that :

Factors such as the size of the rooms, the view of the rooms, the facilities, the location of the hotel, the quality of the restaurant, the coffee shop and the variety of food and hospitality of the hotel, the recreational facilities for children, the amenities such as sauna and Jacuzzi spa, etc., are effective in the star rating of all types of hotels. Designing the exterior of the hotel, designing the interior of the hotel, designing a luxury lobby, lighting, the level of relaxation and comfort for the audience, designing luxury rooms, dividing spaces, using elements of nature and green space, decoration, how to style harmony, etc. are considered important points in hotel design that should not be hidden from the eyes of designers and investors in this field. Each of these cases should be observed in the construction of all types of hotels. Having a unique architecture with special elements, allocating a large space to the construction of the hotel to build more than a hundred rooms, as well as having a luxurious lobby, quality furniture (from the lobby furniture to the rooms and restaurant's furniture), eternal and unique view, stylish lighting in a way that conveys a sense of relaxation, having a unique decoration, sanitary facilities such as luxury bathroom and toilet and other entertainment and comfort facilities such as TV and movie player, telephone line, towels, slippers, hangers, round- the-clock cleaning, having expert and experienced staff, type of luxury cover, 24/7 service, etc., are among the factors that determine the five-star status of a hotel. The type of color is a determining factor, cold and warm colors each have their own psychology and effect the audience in different situations. In this field, it is better to negotiate with people who are experts and familiar with color psychology, because the audience of hotels includes a wide range of people with different personalities. Paying attention to the principles of choosing color combinations in hotel design is a matter that makes you respond to all kinds of tastes. The interior of the hotel can be given ideal lighting with decorative and non-decorative lamps. Another thing that doubles the beauty is how to install and pay attention to the height of the lamp, the size and color of the lamp, the intensity and level of illumination, etc., which of course should be in harmony with the style of the hotel, the arrangement, the type of ceramic and stone as well .

The second hypothesis: Brand usage experience, moderates the effect of visual attention on brand recall, in 4 and 5 start hotels in Mashhad. According to the results of the structural equation technique in the second hypothesis, it was found that the brand usage experience in four and five star hotels in Mashhad can moderate the effect of visual attention on brand recall, and since the value of this adjustment is positive, it has the role of an incremental adjustment. This means that as much as the hotel guests have a good and memorable experience from their stay in the hotel, this experience, along with the visual attention of the hotel, will create a greater effect on the brand recall in the minds of the hotel guests. According to the researcher's work experience in four and five star hotels in Mashhad, the return of guests is solely based on their needs, because the needs of guests are guided by logic, and this logic is formed based on the level of customer trust or their acquaintances based on past experiences. Hence, the success of any hotels depends on the customer experience and how it is expressed to others. In general, the results of this hypothesis are in line with the results of Hammer & Riebe (2007), Harrison (2013), Vaughan et al. (2016), Simondus et al. (2019) research. Accordingly, it is suggested the managers of these hotels create a strong public relations department to establish good relations with various organizations and bodies in order to raise the awareness of the travelers about the hotel brand in this way try to introduce and attract corporate customers for the hotel. In addition, doing media, environmental and internet advertising can help customers to be aware of the hotel brand so that when choosing a hotel, the first brand that comes to their minds is the name of Mashhad city hotels group. Moreover, the hotel staff should try to always create a favorable experience for the passengers, because otherwise, the unpleasant experience, in addition to the passenger dissatisfaction, will lead to negative word-of-mouth advertising and have a negative impact on the market share and performance of the hotel brand .It is suggested that hotel managers should improve the level of

awareness of employees regarding the importance of respecting the customer, in such a way that they always give the right to the customer and turn the customer's dissatisfaction into satisfaction in the shortest possible time so that the customer is willing to choose the same hotel in the future. In addition, hotel managers should use

up-to-date and efficient services and provide immediate on-site service to the customer. Moreover, the appropriate behavior of employees and responding to the problems of customers, all, not only brings the organization to its quality goals, but also increases customer satisfaction from the services received and creates stable relations with them, this will create a suitable personality for the brand of the hotel. It is suggested, that the

hotel managers should apply a lower price than the price of other active hotels in virtual networks, considering the prevailing situation in the society in terms of economy, so that they can, with the moderate price, push competitive conditions prevailing in the market to attract tourists and pilgrims and create a fair personality of themselves in the eyes of customers. It is suggested, that the managers of these hotels should beautify the façade

and shape of the hotel structure as a visual and effective advertisement, and by creating a safer environment and increasing the attractiveness of the environment, give peace of mind to customers. Moreover, employees should be aware of the importance of their role in creating and promoting brand awareness and improving the level of service quality and receive the necessary training in this field. It is also suggested to set up a system with proper response to the complaints of tourists and pilgrims. Various and easy ways should be provided for tourists and pilgrims to file a complaint. They should receive direct answers as soon as possible. Complaint handling system should be easily accessible to tourists and pilgrims. Employees of the complaint response system should benefit from the necessary training in the field of human communication and technical aspects.

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