**عنوان مقاله:**
Reviewing the Effective Factors on Consumer Loyalty in theCosmetics Products Market

**نویسنده:**

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**خلاصه مقاله:**

The issue of the brand is among the issues nowadays taken into consideration by manycompanies and market actors. Following that, the matter of brand loyalty is observed as one ofthe most remarkable and even vital issues in today's global marketing, especially in maturemarkets. In the current study, the definition of brand and brand loyalty and their effectivefactors from the perspective of researchers were first discussed, and some hypotheses werederived concerning these views. Then, to test the hypotheses, the primary information wascollected through a questionnaire tool and by cluster sampling method based on Likert scalesand from ۲۲ districts of Tehran and thematically including the relationship between ۵ factorsand loyalty. The data were tested utilizing statistical methods of correlation research andstepwise regression analysis. The software applied for analyzing the data were SPSS ۲۲software package and LISREL ۸.۵۴ software package. The obtained results revealed theimportance of effective factors on brand loyalty in the cosmetics products market in Tehran.

**کلمات کلیدی:**
Brand Knowledge, Brand Awareness, Brand Loyalty, Brand Satisfaction

**لینک ثابت مقاله در پایگاه سیویلیکا:**

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