

عنوان مقاله:

The Effect of Customer Engagement on Brand Loyalty with the Mediating Role of Brand Attachment and Customer Trust: An Approach to Branding Knowledge (Case Study: Tourists of Kojaro Tourism Website in Mashhad)

محل انتشار:

فصلنامه مطالعات پردازش دانش، دوره 2، شماره 4 (سال: 1401)

تعداد صفحات اصل مقاله: 11

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خلاصه مقاله:

In today's world, brands are known as the most important assets of companies thus, having loyal customers to the brand is the main goal of all companies. Because having a sense of loyalty to the brand indicates that the customer group has a positive view of a particular brand and willing to buy from the brand consecutively. Therefore, the present study was conducted to investigate the effect of brand engagement on brand loyalty with the mediating role of brand attachment and brand trust among tourists of Kojaro tourism website. The statistical population of the study was tourists of Kojaro website in Iran and the sample size was determined ۳۸۴ people, using Cochran's formula and the available method. The data collection tool was a standard questionnaire. To evaluate the reliability of the questionnaire, Cronbach's alpha coefficient was used. The values obtained for Cronbach's alpha confirm reliability of the questionnaire. The validity of the questionnaire was also confirmed using confirmatory factor analysis. Data analysis was performed by structural equation method using SPSS and Smart PLS software. The results of the study indicate that brand engagement has an effect on brand loyalty and the mediating role of brand attachment and brand trust in the relationship between brand engagement and brand loyalty of tourists was confirmed.

کلمات کلیدی:

customer engagement, customer trust, Brand Attachment, Brand Loyalty, Tourists of Kojaro Tourism Website

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