

عنوان مقاله:

Investigation of effective factors on brand loyalty in the customers of the mobile phone in the city of Bandar-e Anzali

محل انتشار:

مجله بین المللی کسب و کار و بازاریابی، دوره 4، شماره 1 (سال: 1393)

تعداد صفحات اصل مقاله: 22

نویسندگان:

Elham Hedayat Sokachaei - *Phd Student of Marketing Management, Islamic Azad University, Qazvin Branch*

Mohammadreza Babaei - *Department of industrial management, college of Management and Accounting, Yadegar - e- ImamKhomeini(RAH) Branch, Islamic Azad University, Tehran, Iran*

خلاصه مقاله:

One of the most valuable assets of any company is its trademark and logo. The more value of the name and brand of the company in the minds of consumers is the more interest a company can acquire from consumers. On the other hand, the most important factor in maintaining and growing a brand is developing loyalty in the attitudes, beliefs and behavior of our customers. Based on mentioned factors, the purpose of the present study is investigating the factors affecting loyalty to the brand in the customers of the mobile phone in the city of Anzali. The present study is applied one in terms of objective and is descriptive, correlational, in terms of research method. One hundred ninety six subjects of this study were randomly selected from the customers of cell phone shops in the city of Anzali. The standard questionnaire was used to collect the required data. Cronbach's alpha was used to calculate the reliability of this questionnaire ($r=.886$) which shows the high reliability of this instrument. SPSS 19 was used to analyze the collected data. The collected data were analyzed with Kolmogorov-Smirnov test, Pearson Correlation; a simple linear regression and Friedman's test ranking. The findings of the study showed that all the hypothesis of the study was confirmed

کلمات کلیدی:

Experience of the brand, trust in brand, cellphone, brand satisfaction, loyalty to the brand

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/334706>

