

## عنوان مقاله:

The Impact of Brand Equity Drivers on Brand Resonance (Case Study: Softlan Brand in Kurdistan Province Chain Stores)

## محل انتشار:

کنفرانس ملی آینده پژوهی، مدیریت و توسعه پایدار (سال: 1398)

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## خلاصه مقاله:

This study aimed to investigate the relationship between of Brand Equity Drivers on Brand Resonance in the chainstore of Kurdistan Province. This research in terms of purpose, is practical, in terms of data collection, is survey field and based on data analysis, is correlation. The population consisted of all customers in the city of Sanandaj. With stratified random sampling, questionnaires were distributed among 410 people. For data analysis, structural equation modeling with LISREL software was used. Cronbach s alpha of all the variables above 0.7 was also normal data were reported. The results indicate that the of Brand Equity Drivers significant relationship with on Brand Resonance

## کلمات کلیدی:

Brand Equity Drivers, Brand Resonance, Brand Awareness, Brand superiority, Brand affect

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/987583>

