

# **The relationship between disharmony, stigma and lack of differentiation of the brand with opposite intentions are with regard to the lack of brand identity (the case of home appliance products in Guilan Province)**

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**Abstract** The aim of this study was to investigate the correlations of the relationship between disharmony, stigma and lack of differentiation of the brand with opposite intentions are with regard to the lack of brand identity in the Gilan province is home appliance products. For this purpose, according to the population of clients home appliance products Gilan to investigate the relationship between disharmony, stigma and lack of differentiation of the brand with opposite intentions are with regard to the lack of brand identity, thus leading to conflicting intentions, 350 questionnaires were distributed among consumers of household appliances. After collecting data, the results were analyzed by SPSS software and the relationship between disharmony, stigma and lack of differentiation of the brand with opposite intentions are with regard to the lack of brand identity confirmed.

**Keywords :** Keywords: brand, brand disharmony, Brand stigma, lack of brand differentiation, lack of brand identity, brand opposition intentions

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