

Brand and product attachment on brand loyalty due to product substitution (the case of holders of Benz , Isuzu and Hyundai trucks in the province of the Gilan)

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Abstract Service and product firms lay great value on customer loyalty as an effective indicator of business success that contributes to promoting profitability and value-creation. The present study evaluates effects of brand and product dependence on loyalty of car owners. Population of the study comprises owners of Benz, Isuzu and Hyundai in the province of the Gilan, which 221 were ed by convenience non-probability method. Cochran's formula was used for sampling. Data collection was done through a standard questionnaire. Alpha for all the variables was found to be greater than 0.7, indicating reliability of the questionnaire. Structural equation modeling was used for testing the hypotheses by employing Lisrel and SPSS. Results indicated that all variables were consistent with economic theories. Furthermore, brand and product compatibility and their reliability have positive effects on brand and product dependence, respectively, which in turn have positive effects on customer loyalty. Finally, the study revealed that product dependence had positive effects on substitutability. It is noteworthy that substitutability was measured inversely in the questionnaire. However, it showed no effects on brand loyalty.

Keywords: brand loyalty, brand compatibility, product compatibility, brand dependence, product dependence, substitutability

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