Investigate the Impact of Family Relationships on Trust, loyalty and Brand Equity (Consumer Cosmetic Products MY brand in Rasht)

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Different aspects of the concept of brand, in the last few years is taken into consideration, But in the meantime one of the most important issues is Brand equity. Brand equity has always been important for various organizations and organizations are trying to invest in this sector, in offering services and products make a distinction. So, present research aims to investigate the impact of family relationships on trust, loyalty and brand equity in consumer cosmetic products MY brand in Rasht. Present research is functional and on how to collect data, is descriptive research. The population of the investigation are all the clients Cosmetics - Health MY in the city of Rasht. Sampling method in this study is available non-probability sampling. To collect the data, a standard questionnaire was used by Kai et al. (2014) is designed. All data analysis through the software SPSS and LISREL was done. To investigate the hypothesis of confirmatory factor analysis and structural equation modeling was used. The results of the study indicate a significant and positive impact domestic discourse on brand association, family advice on perceived quality, brand associations on brand loyalty, perceived quality on brand loyalty, brand associations on brand trust, Perceived quality on brand trust, Brand trust on brand loyalty and ultimately, brand loyalty on brand equity.