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# **The role of experiential marketing in brand commitment to mediate attachment and trust and brand loyalty (Case Study: Brand LG)**

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**Abstract:** Abstract The special brand equity and its impact on customer behavior dedicated broad discussion in marketing. Conducted research in different parts shows the brand dimensions that influence on the satisfaction and consumer attitudes and finally repurchase intention of brand .Today, the brand differentiation with traditional methods has been difficult for firms, because the branding is not only of share of company in the market, but also the company's share refers in the mind and customers memory and this is the main focus of experiential marketing. In this study, using research model, is investigated the impact of experiential marketing on brand commitment regarding the mediating variables of attachment to the brand, brand trust and brand loyalty. The data collection tool was the questionnaire. The questionnaire responses were collected of LG customers. The validity of questionnaire confirmed by the expert's views and theoretical foundations and the reliability confirmed through Cronbach's alpha and then we analyzed the data by using the SPSS and LISREL software. The findings showed that experiential marketing in customer experience influence in consumer attachment to brand, brand loyalty and customer trust to brand and it leads to customer commitment to brand.

**Keywords :** Keywords: experiential marketing, brand attachment, brand trust, brand loyalty, special brand equity, LG brand.

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