

The impact of self-expressive social and real on the acceptance of the brand and word of mouth (Case Study: consumer electric products company Pars Khazar)

seyed naghi ebrahimi*,

Abstract In every organization either Productive or serviced - based, the most important factor to keep and survive the organization is tis customers. As the organization gets successful in satisfying and especially their loyalty, they prepare their own survival duration. Satisfied customers stay for a long-term period as the organizations customer's and. Also they these customers by expressing positive words about organization to others and even to potential customers have caused increasing desire to use product or service and in taking new customers for organization and customers loyalty has caused increasing quality of benefit and stock marketing in a competitive market. So, this study has the aim of considering Brand acceptance and oral advertisement of brand by emphasizing on the real, social identification and having sympathy/ passionate to a brand by using a mentioned model by Atain wall as et al among the customers of electric products company Pars Khazar, 384 customers have been ed As a sample The sampling method s "convenience nonprobability sampling". To collect the date, field method, Questionnaire tools with 5 point LIKRET SCALE have been used. In this study, to analyses the data, Descriptive statistics and inferential statistics have been used. In fact by using spss software, each variable has been described in the form of tables and descriptive criteria and then to analyses the data, for generalizing the results sample to statistical population, we used SEM structural Equation Modeling by LISREL software Considering the result, 5 hypotheses have been confirmed which among them sessional to brand and brand acceptance by standard of

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