
The perceived value of brand with trusted intermediary variables and moderating variables that are aware of fashion and consumer knowledge . (Studied on office and stores that offering cloth in Gilan).

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These days, discussion brand loyalty are the one of most important issue in trade and production , And the degree to prioritize these factors and their impact is. In the garment industry as it is a principle that we have created our brand consumer loyalty. This is when it becomes difficult to know things new because the stability of the diverse range of activities green marketing to corporate social responsibility involves in the production and creation of loyalty are effective and companies Rabachalsh of serious Go make. So in this study, the effect of perceived brand value on brand loyalty through the mediation of variables and the effect of brand trust and brand awareness of sustainability and multiplier effect of moderating variables described above. This study as a research method descriptive purpose and terms of -Mydany This study included 14 hypotheses. The aim of this study is to understand the point that the perceived value of the brand to brand trust and brand effect on brand loyalty will or not? To determine the sample size of the sample is used for unlimited communities. Volume was estimated at 384 for the sample of 450 questionnaires were distributed among consumers Vkhrydaran Clothing and Apparel. Ultimately work performed statistical analysis on 384 questionnaires received Shd.prsshnamh the study by Park and Kim (2015) has been prepared. For reliability to check the validity of each of the structures there. Credit compound that combines the reliability of the Mshhvrast to Cronbach's alpha to determine the reliability is more Myarmdrn. This Atbaraztryq Dillon-Goldstein obtained coefficient values of more than 7/0 for this criterion is acceptable. More than 7/0 were obtained for all variables. These values

indicate that the questionnaire had good credit Ast.tjzyh data analysis in this study using structural equation modeling using partial least squares (PLS) performed. Results of the study showed that variables perceived brand value, brand trust and brand effect significantly affect the loyalty to the brand, and at the end of the fifth season, according to findings presented proposals. Keywords: brand loyalty, brand value, brand trust, brand effect, fashion consequences, sustainability knowledge

Keywords : brand royalty brand value brand trust brand effect sustainability knowledge fashion consequences

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