

Investigating the Relationship between Brand Personality, Brand Commitment, Perceived Quality and Trust (The Case in Fouman Chimi Company of Guilan)

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Due to the increased competitive intensity in different industries, customer's loyalty to brand is one of the most important factors in brand growth, and in increasing it is profit. Since loyalty to brand leads to mental dependence in consumers, marketers should further understand the emotional needs of consumers in order to increase their brand power and using any chance to innovation. Fouman Chimi is one of the powerful brands in oil products related to automobiles which it has powerful competitors such as Iranol, Behran and Albera. The present study considering the importance of customer commitment in order to preserving the competitive position of Fouman Chimi brands investigates whether there is a positive relationship between brand personality and brand commitment ? And also some suggested theories considering the presented model were proved or disproved, such as the relationship between brand personality and brand reliance, the relationship between brand personality and the perceived quality of brand, the relationship between brand reliance and brand commitment, the relationship between the perceived quality of brand and brand reliance. This research is practical based on the type of purpose. The method has been field data collection. A questionnaire was used as a data collection tool. Statistical society of the present research is the customer of Fouman Chimi brand for antifreeze product and motor oil. 348 customers were choosing as a sample research. The sampling method of the present research was a available improbable sampling. Cronbach's alpha was used in order to investigating the questionnaire's stability which was gained for all variables above 0.7. LISREL and SPSS software were used in order to data analyzing. All the theories of present study were confirmed. The

results show that the highest intensity was the relationship between brand personality and the perceived quality, and the least intensity was between the perceived quality and the brand loyalty.

Keywords : Keywords: Brand reliance, Brand commitment, Brand personality, perceived quality.

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