
The Impact of Advertising on Brand Loyalty in the Dairy Products

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This research aim is study the Impact of Advertising on Brand Loyalty in the Dairy Products. The present research is an applied research in aspect of aim of research. Statistical community in this study includes Customers of Dairy Companies kaleh in Guilan. Statistical sample of this research is 170 customers. The sample size has been calculated with the Cochran formula. Sampling method is Cluster sampling method. Variables measured by a standard questionnaire. The questionnaire consisted of 16 questions. Variables advertising, brand loyalty, store image, perceived quality questionnaire Yu et al. (2000) were assessed with a questionnaire on customer satisfaction and resident of Ramadan (1390) was measured. Since both questionnaires research questions, what they want to measure are measured in terms of content validity. Because all the variables Cronbach's alpha was higher than 0.7, high reliability questionnaire. Inferential statistics were used Pearson correlation and regression. The results showed that advertising has a significant impact on brand loyalty in dairy products.

Keywords : Keywords: advertising, brand loyalty, store image, perceived quality, customer satisfaction

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