

Its impact on Dhanbhdhan self brand brand brand Myanjy→Gry love on customers' mobile phones in Rasht Szh

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Abstract The aim of this research was to determine the impact on the relationship Dhanbhdhan self brand brand brand mediation love. In this regard, after reviewing the literature and research background, conceptual model Wallace et al (2014) in order to measure the relationship between variables was chosen. Therefore, the Trahy→Shdh questionnaire was used in this study, with slight variations. The population of mobile customers in the city of Rasht. In order to examine more accurate, 402 questionnaires were distributed among people that ultimately collected 385 questionnaires were healthy and without defects. Data the questionnaires using structural equation model and LISREL software was Tjzyh→Vthlyl. Data analysis showed that social self-concept and brand within the brand and communicate love and acceptance Dhanbhdhan support brand has a significant positive impact. The brand also has significant positive influence on the relationship love Dhanbhdhan are supportive and accepting a sponsor's brand.

Keywords : **Keywords:** Brand inner self, social self-concept brand, love the brand, brand communication Dhanbhdhan supportive, accepting a sponsor's brand

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