

an investigation to brand physical characteristic on brand loyalty among customer”s Meli bank in Lahijan

maryam imanzadeh*,

Abstract: Today, firm’s main aim is not only just sell products and services, but also they want to create long term, and sustainable relationship to customer. It made to loyalty and commitment among people. The aim of this article is an investigation to brand physical characteristic on brand loyalty. Study in terms of objective and descriptive methods. Statistical society is Lahijan customer Meli bank which are 50000 people. This figure is derived from the Bank of Informatics. The method of sampling is Non-probability, and data were collected through a questionnaire. The validity of the questionnaire according to the standard of the original questionnaire and the Reliability was assessed by Cronbach's alpha. Research hypotheses are: Brand loyalty is influenced by physical characteristics, The physical characteristics affect on satisfaction, physical characteristics affect on brand attitude, Attitudes affect on customer satisfaction, Attitudes affect customer loyalty and The impact of customer satisfaction on brand loyalty. Data was gathered by questionnaire and analyzed by SPSS software. Result indicated that all hypotheses were accepted.

Keywords : Key words: physical characteristic, brand attitude, satisfaction, brand loyalty

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)