

The impact of brand on brand equity with regard to the role of brand citizenship behavior (the case of manufacturing companies operating in the industrial town of Rasht)

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Abstract This study is a multi-level relationships among commercial name of the company, OCB brand and brand equity is classified using a linear model is examined. Structures commercialization name of the company, what offers that could brand recognition and brand attitude of stakeholders to improve. Brand citizenship behavior suggests that altruism and their staff are familiar with the brand. Brand equity using customer data to knowledge, participation, perceived quality and loyalty towards the company's brand attitudes were assessed. The aim of this study the effect of corporate brand to brand equity with regard to the role of brand citizenship behavior (the case of manufacturing companies operating in the industrial town of Rasht), respectively. Descriptive correlational study population included managers and staff in the industrial city of Rasht. In the research field method is used to collect data. Since the study population was limited, so the sample population was limited. The sample size was estimated to number 89. A total of 100 questionnaires were distributed between companies operating industrial city of Rasht which 94 were collected. Analysis of data collected in this study in two stages using the software will be SPSS21.

Keywords : Keywords: brand, OCB, Industrial Park

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