

# **Explaining their experience with an emphasis on consumer brand loyalty in the market of home appliances products in Isfahan**

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**Studies and research in the field of brand management, the role of this branch of science marketing performance, profitability and business value for its stakeholders emphasized . Organizations to maintain and sustain their competitive advantage and satisfy the needs of more customers to focus their sales and market share . One of the strategic tools that are less vulnerable to the activities of market competition and repeated the commitment and loyalty of the brand. This article aims to explain brand loyalty with consumers focusing on brand experience Products household appliance market Isfahan . The method of investigation and enforcement, a description of the survey and the target application . The population of this research is all consumer appliances in the city . Necessary data were collected using a questionnaire using SPSS and LISREL software were analyzed . The results of tests showed that the variables based on consumer experience, confidence, satisfaction, body image and brand loyalty, brand attitude, behavioral loyalty are directly affecting their relationship**

**Keywords : Consumer Experience, Behavior brand loyalty, Household appliances**

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