

The Effects Of Brand Evidence And Brand Hearsay On Brand Loyalty (Case Study: Iran Air Service)

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The aim of study was to investigate the role of brand evidence and brand hearsay are through mediator satisfaction and brand attitude, on brand loyalty . Methodology the study is descriptive-correlation .the study population iran air service's customers. available convenient sampling was done a sample of 315 customers ,measuring tool in the study was a standard questionnaire and to check the validity of specialists and experts were for this study, cronbach's alpha reliability coefficient and structural equation modeling to test the hypotheses, test and spss20 & lisrel 8.5.4 method is used. Results shows that: Brand evidence has impact on satisfaction & brand attitude. Brand hearsay has impact on satisfaction & brand attitude. Brand evidence has impact on brand hearsay. Satisfaction has impact on brand attitude. Brand attitude has impact on brand loyalty.

Keywords : Brand evidence, Brand hearsay, on satisfaction , brand attitude, brand loyalty.

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