

# Survey intergenerational impacts of style on brand equity the company's customers Kalleh

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**Abstract:** This study examines the impact of intergenerational relationships with brand equity the customer pays kalleh. In this study, the independent variables intergenerational dialog and offers intergenerational and effective mediator variables dependency, brand trust between generations, intergenerational perceived quality, brand loyalty and brand equity is the total value of the dependent variable. The research model is based on research Yuanyuan et al (2015). The population of the research enterprise customer's kalleh Gilan which are unlimited in number. According to Cochran's formula for infinite population sample size were 384. After reviewing the descriptive variables to examine the hypothesis of the functional analysis and path analysis were used. The results showed that the impact of intergenerational dialog on effective attachment to the brand. Offers intergenerational impact on perceived quality intergenerational. Effective inter-generational dependency brand on brand loyalty. Intergenerational impact on brand loyalty, perceived quality intergenerational. Intergenerational impact on the perceived quality of the brand trust between generations. Effective relationship to their impact on brand trust between generations. Brand trust intergenerational impact on brand loyalty. Brand loyalty intergenerational impact on the overall value of brand equity.

**Keywords :** intergenerational relations, brand equity, company's Kalleh

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