

# **Investigating the Impact of Brand Characteristics on Customer Relationship Building with emphasizing Brand Attractiveness (Case Study: Young students of Islamic Azad University of Rasht mobile phone brands buyer)**

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**Abstract** The main purpose of this study was to investigate the effect of mobile brand features on customer relationship with emphasis on brand attractiveness. Based on the sample size of 347 students of Islamic Azad University in Rasht, the hypotheses were tested. The research variables were brand attractiveness, Memorable Brand Experience, Brand Social Benefits, Brand Distinctiveness, brand prestige, brand loyalty and resistance to negative information. Using the structural equation model (Amos software version 24), the research hypotheses were examined and the results showed that the Memorable Brand Experience (beta coefficient: 0.201), Brand Social Benefits (beta coefficient: 0.193), Brand Distinctiveness (beta coefficient: 0.275) and brand prestige (beta coefficient: 0.266) have a significant and direct effect on brand attractiveness. Brand attractiveness has a significant and direct effect on brand loyalty (beta coefficient: 0.593) and resistance to negative information (beta coefficient: 0.320). Brand loyalty has a significant effect on the resistance to negative brand information (beta coefficient: 0.427). Memorable Brand Experience, Brand Social Benefits, Brand Distinctiveness, brand prestige have been able to explain 35 percent of the variance of Brand attractiveness. Brand attractiveness, Memorable Brand Experience, Brand Social Benefits, Brand Distinctiveness, brand prestige have been able to explain 35 percent of brand loyalty variance. Brand attractiveness, Memorable Brand Experience, Brand Social Benefits, Brand Distinctiveness, brand

**prestige, and brand loyalty have been able to accurately explain 45% of the variance of resistance to negative information.**

**Keywords : Keywords: Brand attractiveness, Memorable Brand Experience, Brand Social Benefits, Brand Distinctiveness, Brand Prestige, Brand Loyalty, Resistance to Negative Information**

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