

Investigating Factors Affecting Technology-Based Brand Loyalty With Emphasis on Technology Benefits (Case Study: Mobile Phone Industry)

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ABSTRACT The speed of change and transformation in the twenty-first century is so much that it is not possible to understand its path, while the managers of the organizations should guide and adapt themselves with these changes and transformations over time. In every organization, whether manufacturing or service, the most important to maintain the survival of the organization is its customers so that if the organization is successful in satisfying them especially in making them loyal, the way for long-term survival and growth will be paved. Therefore, the aim of this research was to investigate the factors affecting loyalty to brand of technology-driven products, with an emphasis on the usefulness of the technology. As the relationship between the variables is analyzed based on objective of the research, it is correlational type of study. Therefore, the population of the present study is customers of Samsung mobile phone in Rasht County. As the number of Samsung mobile phone customers in Rasht city is not specified, the Cochran formula was used for the infinite population, which 246 people were ed finally as sample of study. To test the hypotheses of this research, the structural equation modeling using LISREL software was used. The results showed that the simplicity of technology has significant impact on perceived usefulness, interactivity of technology has significant impact on perceived usefulness, simplicity of technology has significant impact on the interactivity of technology, perceived usefulness has significant impact on customer satisfaction, perceived usefulness has significant impact on trust in brand, customer satisfaction has significant impact on trust in brand, perceived usefulness has significant impact on loyalty, customer satisfaction has significant impact on brand loyalty, and trust in brand has significant impact on brand loyalty. **Keywords:** brand loyalty, usefulness of technology, trust in brand, perceived usefulness, and customer

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