

Investigate the relationship between brand equity on consumers' purchase final decision products of Iran dairy industrial-PEGAH

Morteza Jahantalab*, Dr. Hossein Ganjiniya,

Today, the intensity of market competition has led to issues of consumer buying behavior being considered by companies. In this regard, the present study was conducted to investigate the relationship between the brand equity on the purchasing decision of the final customers of the products of Iran dairy industrial-PEGAH. The present study is a descriptive study. Sampling is a non-probabilistic available research, a method for collecting field information and a questionnaire's data collection tool. The research population consisted of the final consumers of the products of Iran dairy industrial-PEGAH (Pegah) in Rasht city, 355 of them were used as the statistical sample. Pearson's correlation test was used to test the research hypotheses. The results showed that brand perceived quality, brand awareness, brand identity and brand equity have a positive relationship with brand intention. So that brand quality has the most relationship with buying intent.

Keywords : **Keywords: Brand Perceived Quality, Brand Awareness, Brand Identity, Brand equity, Intent to Purchase**

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