

Investigating the relationship between customer loyalty and brand equity in the automotive industry (Saipa) Based on FRO

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Customer loyalty is one of the variables that many marketing management and consumer behavior researchers have studied about it. The main objective of this study is to investigate the relationship between customer loyalty and brand equity in the automotive industry (Saipa) based on the model FRO. Current research is a kind of applied research and the categories of research in terms of data collection is a type of descriptive study. Also in terms of the relationship between the variables is a kind of correlation survey. The population of this Research are all Saipa automotive customers in city of Rasht. Since the number of samples in terms of having the best conditions are ed to provide the right information, for this reason the sampling method is a kind of available non-random sampling . Questionnaire was used to collect research data. To analyze the data collection we used Structural equation modeling and first-order confirmatory factor analysis by the help of LISREL software. The result of the hypothesis of the research indicate a significant and positive relationship between customer loyalty and brand equity. In other hypothesizes also positive and significant relationship between price, quality, service, flexibility and customer loyalty has been approved.

Keywords : customer loyalty, brand equity, automotive industry (Saipa), Rasht, structural equation modeling.

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