

The Effect of Brand Identity and Communication on Brand Attractiveness and Customer Commitment to Brand

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Today, one of the most important and extensive and useful communication tools is mobile phone. Customers' commitment to brands of mobile phones, in order to gain maximum benefit and its impact to continue its activities in ultra-competitive world of today more than ever has attracted the attention of brand managers and marketing. In this direction present research aims to investigate the impact of identify and communication of brand on attractiveness of the brand and customer commitment to the brand. Present research is applied and in collecting data is descriptive. The study population is all customers of mobile phones in Guilan province. Sampling in this research is quota sampling and non-available sampling. The number of samples studied in this research is 328 of customers. To analyze data distributing questionnaire and techniques of structural equation modeling approach with partial least squares was used. The results showed that the image of the brand impact on brand attractiveness and customer commitment. Also the effect of brand experience on attractiveness the brand and customer commitment was confirmed. And the final research hypothesis, the impact of attractiveness brand on customer commitment had been confirmed.

Keywords : Keywords: customer commitment, brand attractiveness, brand identity, brand communications, mobile phones

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