

The Impact Of Brand Equity On Brand Trust Through Brand Reputation (Case Study: Chinese Mobile Phone Customers In Rasht City)

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Abstract The present study aimed to determine the effect of brand equity dimensions through brand reputation on brand trust. The research method is type-descriptive and correlation is a method based on the method. The statistical population of the research is the mobile customers of mobile phones in Rasht. Non-probabilistic sampling method is available. The sample size is 410 people. The data collection tool was a questionnaire with 21 questions. In order to assess the validity of the questionnaire, experts and experts were used. To determine the reliability coefficient in this study, Cronbach's alpha coefficient and hybrid reliability were used to analyze the data and test the hypotheses using SPSS and PPL software. Is. The results of the research hypothesis test show that: Quality of service affects brand reputation. Your brand affects your brand. Consistency in your brand affects. Knowledge of your brand affects your brand. Affiliation affects brand reputation. Brand reputation affects trust in the brand. Awareness of brand affects brand confidence. Brand Relationship Affects Brand Trust.

Keywords : Keywords: brand equity dimensions, brand reputation, brand trust.

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