The investigation of impact of brand popularity factors on customer loyalty and mouth to mouth advertising (Case Study: cookies companies in Guilan province)

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Word of mouth advertising is the most important principles of marketing process in today's competitive world. This is not only important to attract customers, even plays an important role in maintaining and loyal customers. Also, the cost of word of mouth advertising is one of the most economical means of sales promotions. The brand love is one of the main areas of market research and consumer behavior, and in consumer research, is known as one of the key elements is the relationship between consumers and brands. The purpose of this study was to evaluate the impact of brand love factors on word of mouth advertising and customer loyalty cookies brands in Guilan. Research has 7 hypotheses. The population has been all of students of universities and institutes of higher education of Rasht city who have purchased at least one of three Nadi, Naderi and Noshin brandies. And cluster random sampling method and sample size was 384. To collect data was used a questionnaire with 25 questions, initially, in the inferential statistics section of the research, using the Amos software, the fittest of the measurement models and the theoretical model of the research (confirmatory factor analysis) were tested. In the second stage, to investigate the research hypotheses based on the purpose of the research, which is "The investigation of impact of brand popularity factors on customer loyalty and mouth to mouth advertising", using path analysis, regression coefficients were calculated and based on which results the results were determined. And finally, all of the research hypotheses were confirmed.

Keywords : Varity Seeking, Brand Image, Social Self, Brand popularity, Brand loyalty, Word of mouth

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