
Brand Influences and Brand Challenges on Brand Reminder

seyed mohamadreza hashemzadeh*,

Abstract: Brand loyalty is one of the main marketing tactics for better responding to competitive threats and higher income, one of the most important concerns of marketing studies. The purpose of this study was to investigate the effect of brand experience on Brand Reminder (Case study: Samsung Mobile Buyers in Rasht). The study was conducted on a random sample of 384 Samsung mobile phone holders in Rasht. After collecting and analyzing the data using the structural equation model, the results showed that brand experience and brand confrontation were confirmed.

Keyword: brand loyalty, brand experience, brand confrontation

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