

Brand Equity Relationship Based On Customer With Organizational Citizenship Behavior In Home Appliance Products Of Guilan Province

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Abstract The purpose of this research is to investigate the relationship between customer- specific brand equity and organizational citizenship behavior in home appliance products of Guilan province in a researcher-mode and innovative model. The present research is based on the method and the implementation of a descriptive survey and purpose of applied. The statistical population of this research is household appliance stores in Guilan province. 100 shops were ed as research samples.data were collected using a questionnaire.and using structural equation method and using SPSS 20 and V.plsl.04bl software,in order to analyze the data. research findings suggest that the result of the first hypothesis,namely,the relationship between brand -specific friendship with a customer-oriented brand in small stores, is confirmed, but rejected in large stores.also, the relationship between humility and modesty with brand equity is confirmed in Mojour stores and in small stores.but the relationship between the chivalry spirit,work conscience and civic virtue with the special value of brand in both types of stores is confirmed.

Keywords : Key Words: Organizational Citizenship Behavior, Brand Equity, Brand Loyalty, Brand Awareness, Perceied Quality.

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