

Investigating the Impact of Brand Identity, Social, Emotional and Functional Value on Brand Loyalty the Viewpoint of LG and Samsung Electronics Home Appliance Customers in Guilan Province

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Loyalty is a kind of positive attitude to a product which is due to repeated use of it, which can be explained by psychological processes. In other words, the repetition of the purchase is not merely an optional reaction but a consequence of the psychological, emotional and normative factors. Therefore, the present study aimed to investigate the effect of Brand Identity, Social, Emotional and Functional Value on brand loyalty the viewpoint of LG and Samsung consumer appliances customers in Guilan province which is a descriptive-applied research and according to the use of Ye et al. (2015) questionnaire, a survey research has been used. The statistical population of this research is all the customers of the LG and Samsung home appliances in Guilan province, which are considered to be very large (unlimited). Samples were the customers of the LG and Samsung home appliances. Based on the Unlimited Cochran formula, 370 samples have been obtained and sampling method was inaccurate. The research results show that brand identity has a direct impact on brand loyalty the viewpoint of LG and Samsung home appliances customers in Guilan province. The research results show that brand identity has a direct impact on brand loyalty the viewpoint of LG and Samsung home appliances customers in Guilan province but brand identity does not affect brand loyalty by considering age and gender factors. Also, the social value of brand loyalty has a direct impact on the customers of the LG and Samsung home appliances in Guilan province. But social value does not affect brand loyalty by considering age and gender. Also, the emotional value of brand loyalty has a direct impact on the customers of the LG and

Samsung home appliances in Guilan province, but emotional value does not affect with age and influence. Also, the functional value on brand loyalty has a direct impact on LG customers and Samsung's customers in Guilan province, but functional value does not affect brand loyalty by age and gender. This means that the moderating factors of age and gender in brand identity, social, emotional, and functional values have not been confirmed on brand loyalty.

Keywords : Key words: brand identity, social value, emotional value, functional value, brand loyalty, LG home appliances, Samsung

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