

Factors affecting the brand equity of higher education institutions with emphasis on brand attachment (Case Study: Islamic Azad University, Rasht branch)

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Brand is one of the most valuable assets of any organization, whose proper management can pave the way for more market share and more profitability in any organization. In this regard, branding in the business of higher education institutions is one of the topics that attracted the attention of many researchers. Accordingly, the present study aims to investigate the factors affecting the brand equity of higher education institutions, with an emphasis on the attachment strength to brand among Islamic Azad University students in Rasht. The research method is descriptive-survey, its purpose is applied, and the method of data collection is field and its tool is a questionnaire. In the present study, the statistical population was all students of Islamic Azad University of Rasht. Considering the total number of statistical population and according to the Cochran formula, the sample size is 348 people. And Available non-probable sampling method was used. Data were analyzed using SPSS software version 20 and smart pls 2. The results of this study showed that the main model of research is well fitted and the results of the hypothesis show that perceived quality affects brand image, brand meaning and brand identity. Also, the results indicate that credit affects brand image, brand meaning and brand identity. The results show that brand image, brand meaning and brand identity affect the attachment strength to brand. But the results show that the brand image does not affect satisfaction. On the one hand, brand image affects trust and commitment. But there was no evidence of brand image on commitment. Brand identity also does not affect satisfaction, trust, and commitment. The results show that the meaning of brand does not affect satisfaction. But the meaning of brand affects trust. And brand

meaning does not affect commitment. On the other hand, the results indicate that attachment power affects satisfaction, commitment and trust. The results also showed that the attachment strength affects brand equity. And trust in satisfaction and commitment. Finally, the results showed that satisfaction, trust, and commitment to brand equity are effective. Keywords:

Keywords : brand equity, the attachment strength, satisfaction, trust, commitment, higher education institutions

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