The Effect of Brand Community Identification on Brand Loyalty with mediated Brand Community Markers, Value Creation Practices and Consumer's Relationship (Case Study: Mobile brands community users)

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Brand and loyalty to it are important issues that have been emphasized in management literature in recent years. The purpose of this study was to investigate the effect of brand community identification on brand loyalty with mediated brand community markers, value creation practices and consumer's relationship. The research objective terms is practical, and in terms of the nature and method of application, descriptive and is causes. The statistical population of the survey is the users of Samsung and Apple mobile phone brands. To perform relevant analyzes, the questionnaire was designed at docs.google.com to survey Instagram's Iranian users. Finally, 427 questionnaires were returned, of which 21 questionnaires were not usable. Finally, 406 questionnaires were evaluated for proper analysis and analyzed. The research questionnaire included 66 closed questions. The questions were evaluated through the Likert spectrum of five options. In order to analyze the data in SPSS software descriptive statistics and inferential statistics data, structural equation modeling approach based on partial least squares Smart PLS software is used. The total hypotheses, six hypotheses were confirmed. The results show that brand community identification has an impact on brand community markers and consumer's relationship. The brand marker also affects the social network and branding interaction. Also, consumer relationship affects the quality of brand relationship And the effect of brand quality on brand loyalty is confirmed.

practices, consumer's relationship, brand loyalty