

# **Service quality and brand loyalty The mediation effect of brand passion, brand affection and self-brand connection (case study: Nobar tea)**

Fatemeh zad rafei moghadam\*,musa rezvani chaman,

**The purpose of this study is three-fold: first, to examine the extent to which service quality (SQ) affects the three components of emotional brand attachment (EBA) (brand passion, brand affection and self-brand connection); second, to investigate the extent to which these three components influence brand loyalty; and third, to test the mediation effect of the components of EBA on the SQ-loyalty relationship. Statistical society of this research consists of Rasht mega city customer nobar tea. Survey data were collected 215 respondents using lisrel 8.8 was used to analyze the data. Three key findings emerge: first, compared to staff behavior, physical environment tends to have a stronger and more significant effect on the three elements of EBA. Second, brand passion and self-brand connection fully mediate the SQ-loyalty relationship, as brand affection partially mediates the same relationship.tea brands need to design their facilities and décor. Offering employees customer care training and adopting a consumer-centric, relational, storytelling approach are particularly important to inspire and captivate teas' customers and to build and shape profound and enduring affectivities between the tea brand and its customers.**

**Keywords : Brand loyalty, service quality, emotional brand attachment (EBA), constructional equation modeling**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)