

Effect of Brand Experience on Customer Behavior Behavior with Emphasis on Brand Relationships (Case Study: Customers of Hotels in Gilan Province)

Fereshteh Penhani*,

The purpose of this study was to investigate the effect of brand experience and the quality of brand communication on citizenship behavior (Case Study: Hotels in Rasht city). This research is descriptive correlational and its statistical population includes customers of hotels in Rasht city. In this research, the field method is used to collect information. Since the statistical population of the study was unlimited, the Cochran formula of the unlimited society was used. The sample size was estimated at 384. For this purpose, 422 questionnaires were distributed among clients of hotels in Rasht, 402 questionnaires were collected. The analysis of the collected data in this study was done in two stages using the software PLS and SPSS21. First, the collected data were presented as descriptive statistics tables, frequency, bar graphs and histograms. Then, data were analyzed using inferential analysis methods using regression test and correlation coefficient test. The results indicate that the positive effect of brand experience is significant with brand adjustment on the citizenship behavior. The positive effect of the quality of the relationship between the name of the brand and the citizenship behavior is significant and the relationship between the name of the brand and the citizenship behavior is significant. You do not have

Keywords : Key words: brand experience, corporate citizenship behavior, brand, customer orientation

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