

# **Assessing the impact of brand credibility through brand prestige on the willingness to buy customers of Iran Khodro products (Case Study: Iran Khodro Products Customers in Gilan Province)**

Mohammad Habibi Delivand\*,

The purpose of this study was to investigate the impact of brand credibility on brand awareness on the willingness to buy customers of Iran Khodro products in Guilan province so that according to the brand and prestige of the brand and the degree of willingness to purchase the products were investigated. The current research is applied in the field of applied information and in terms of collecting information in the field of information, the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The statistical population in this research includes all customers of Iran Khodro products in Guilan province, the size of the population is unknown. Therefore, using a non-probabilistic sampling method, this population was sampled. With the help of the Cochran formula, the required sample size was estimated at 384 questionnaires; a total of 410 questionnaires were distributed and 395 questionnaires were returned. The analyzes were based on data 395 questionnaires. . How to calculate the sample size using the Cochran formula. A designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. Findings of the research indicate that there is a significant relationship between brand and brand prestige and the likelihood of purchasing Iran Khodro products in Guilan province.

**Keywords :** Business credentials, Prestige brand, Marketing and sales, Customer

**relationship, Customer willingness**

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