
The Impact of Brand Value on the Success of Retail Stores (Case Study: Kourosh Store, Rasht City)

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Companies that have a higher brand value can develop store performance. Strong support that brings brand value the transfer of knowledge about the product to others, and the impact on consumers' sentiment directly affects consumer attitudes toward brand behavior. Therefore, the present research studies the effect of brand value on the success of retail stores (case study: Kourosh store in Rasht). The present study is a descriptive one and is applicable in terms of its purpose. It is also considered a field for collecting data. In order to achieve the research goals, the managers and employees of the Cyrus Shop at the city of Rasht were examined. Sampling method used in sample ion In this research, a non-probabilistic sampling method is available. A questionnaire was used to collect data. The Measurement Scale of Options in the Questionnaire, the Likert Option 5 is totally in agreement, and I totally disagree. Validity of the questionnaire was reviewed by experts and experts and confirmed by Cronbach's alpha. Structural equation analysis using PLS software was used to test the research hypotheses. The results of the research show that brand equity affects brand behaviors, but brand symbols do not affect brand behaviors and brand image has a significant relationship with retail store performance, but brand symbols on the performance of retail store retailers does not have.

Keywords : Key words: brand value, store performance, brand criteria, brand symbols

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