

Investigating the relationship between the brand name and the loyalty of customers to the store (Case study: customers of Ahmadi Clan stores in Rasht).

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Abstract: The purpose of this study was to determine the relationship between the brand name brand and customer loyalty to the store using the conceptual model of Calloodveel, Vergamatus and Cayadoo, 2016, which was a descriptive correlation for the purpose of application and data collection method. The statistical population of this research consisted of all customers of Ahmadi hypermarket in Rasht. 400 samples were ed as sample size Morgan table. A standard questionnaire with a reliability of 0.95% was used for data collection. This information was analyzed using 21 SPSS software The non-normalization of the data in the Kolmogorov-Asmarnoff test was analyzed by Pearson correlation and linear regression analysis and the following result was obtained: Between the interior features of the store, the economic drivers of the retail store, the loyalty of the store name, the loyalty to the store, and the relationship between the characteristics of the store name (quality, image and price of the brand) with loyalty to the name of the store at the 95% confidence level. (P

Keywords : Keywords: Internal Store Features - Market Drivers - Loyalty in the Store - Loyalty - Brand Concept - Brand Quality - Brand Price - Ahmadi Hypermarket City of Rasht.

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