
Explaining Brand loyalty of customers of Meli Bank of Guilan province with emphasis on brand experience and Emotional Attachment

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Considering that today the variety of banks and services provided by them has been increasing, this research has investigated the loyalty of customers of the National Bank of Guilan, with emphasis on brand experience and affective affiliation Paid. This research was based on the type of applied purpose and the descriptive-correlation nature. The data gathering method was field and data collection tool was a questionnaire. The statistical population of this research is the customers of the National Bank in Guilan province. A sample of 275 people was obtained through the Cochran formula for an unlimited society. Sampling method has been available in this inaccurate study. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. SPSS and smart pls2 software were used to analyze the data. Out of the nine hypotheses presented in the research, six hypotheses were approved, which are: (Brand experience affects brand affinity with the role of gender modulation, experience Brand affects brand loyalty. Brand affinity affects brand loyalty with the role of age moderation, brand affection affects brand loyalty, brand experience affects brand loyalty with the role of gender modulation, brand experience Affects brand affectivity). But the impact of brand experience on brand loyalty with the role of age adjustment, the effect of brand experience on brand affiliation with the role of age moderation and brand affiliation on brand loyalty with the role of gender modulation was not confirmed.

Keywords : brand experience, Emotional Attachment , brand loyalty

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