

# **The Impact of Brand Identity and Brand Encounters on brand identification with an Emphasis on Brand attractiveness (Case Study: Mahan Air Trading Company's Customers in Rasht)**

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**With a view to widespread use of airlines services, brand recognition by users provides the ground of profitability for airlines. On one hand with a view to the expensive nature of this industry, brand recognition results in maintaining interactive relationship of customers with brand and using it in the future. In this research we study the effect of brand identity and interactions on brand recognition with stress on brand attractiveness in customers of Mahan Airline Company (Mahan Air) in Rasht. On the basis of aim type, this research is an applied research. Field method was used for data collection. For collection of information questionnaire was used. The statistical society of this research is the users of services of Mahan Air in Rasht. According to Cochran's sample size formula a sample including 376 individuals was calculated. For final study of questionnaire Cronbach's Alpha was used and for all variables the amount was higher than 0.7. For data analysis structural equation modeling and SPSS and SMART PLS2 software were used. the 9 hypotheses presented in the research 7 hypotheses were confirmed including: (effect of brand reputation on brand attractiveness in Mahan Air, effect of brand reputation on brand recognition in Mahan Air, effect of brand differentiation on brand recognition in Mahan Air, effect of brand social benefits on brand attractiveness in Mahan Air, effect of brand social benefits on brand recognition in Mahan Air, effect of memorable brand experience on brand attractiveness in Mahan Air, effect of brand attractiveness on brand recognition in Mahan Air). Effect of memorable brand experience on brand recognition in Mahan Air and effect of brand differentiation on brand attractiveness**

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**in Mahan Air were not confirmed. Among other items the most effective item was the effect of brand attractiveness on brand recognition in Mahan Air and the least effective item was the effect of brand reputation on brand recognition in Mahan Air.**

**Keywords : Memorable Experience, Brand Differentiation, Brand Attractiveness, Brand Recognition, Brand Social Benefits, Brand Reputation**

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