

# **Investigating the Effect of Franchisor's Perceived Competency and the Level of Information Sharing on Brand Loyalty, with the role of Mediating Emotional Dependency on Brand and Perceived Communication Value and Moderating of Demographic Features (Case Study: Customers in the Rafah Chain Store in Rasht, Iran)**

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**Brand is one of the most valuable assets of any organization that is suitable for its management, it can be a way to get more stock and more profit in any organization. A brand or brand is a name, term, badge, badge or design, or a combination of these, used to identify goods or services competitors' goods or services. The purpose of this study was to investigate the effect of perceived competence and its impact on brand awareness, with the role of mediator of affective affiliation with brand and perceived communication value and modulation of demographic characteristics (Case study: customers of the chain stores in the city of Rasht). is. The present research is applied in terms of its purpose and is descriptive of nature and of correlation type. The statistical population of the research is all customers of the chain stores in the city of Rasht. The sample size is also based on the Cochran's unlimited formula for 384 people. Also, in order to test the hypothesis test, partial least squares method (SEM) was used using the PLUS 2 intelligent structural software. The results of the hypothesis test show that the emotional dependency of the brand and the commercial**

value of the relationship between the degree of competence recognition and the level of sharing information on brand loyalty have a direct and significant effect. It was also found that demographic variables correlate the relationships between research variables.

**Keywords :** brand trust, expert, sharing information, emotional attachment, perceived value of communication.

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