
Influence of brand dimensions on the intention of customers to purchase olive product in Guilan province

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The purpose of this study was to investigate the effect of brand dimensions on the intention of customers to purchase olive oil in Guilan province. The method of this study is descriptive-correlational and the statistical population of this research are buyers of olive oil in Guilan province. SPSS and Smart PLS software were used for data collection. The results indicate that consumers, despite maximizing product use, are seeking more symbolic, practical, and personalized access to high conflict situations than low conflict situations. When the affiliation between the brand and the country occurs, the intention to repurchase increases. The findings imply that consumers can depend on the brand using a brand and its quality and continuously use those products.

Keywords : Olive, Marketing, Branding, Product, Purchase Intent.

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