

عنوان مقاله:

(Surveying the affect of loyalty on cell phone's brand (Evidence from Iran

محل انتشار:

اولین کنفرانس بین المللی حماسه سیاسی (با رویکردی بر تحولات خاورمیانه) و حماسه اقتصادی (با رویکردی بر مدیریت و حسابداری)
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خلاصه مقاله:

Competition in the markets and importance of preserving of the customers have been led that the organizations to make decisions to establishing, preservation and promotion of relationship with customers. This article tries to investigate that how loyalty factors being affected by brand of cell phone. This research is descriptive and correlation and the data were collected by questionnaire .The statistical population consist of 259 users of cell phone selected among buyers and users of mobile in Tabriz based on the researcher judgment. The data were investigated accordingly. The results of research show that there is a positive and significant relationship in loyalty factors (brand .name, product quality, price, style, promotion, serving quality and shop environment) and loyalty to cell phone brand

کلمات کلیدی:

brand loyalty, mobile, brand change

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