

# **The Study of the Effect of Brand on Customer Loyalty of Electronic products**

By

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## **Abstract**

*The brand is in fact a summary of the Company's activities that will connect customers and the company. The overall objective of this study is to evaluate the effect of brand on customer satisfaction of Sony and LG products. The Universe of the province is clients of these two products, which is considered as indefinite, and is randomly selected among those customers to 437 persons, and research methods used in this study is descriptive - analytic. A questionnaire was used to collect information whose validity was confirmed by the experts and whose reliability was tested by using Cronbach's alpha, and to analyze the findings of the study, Lisrel structural equation is used. Results indicate that satisfactory, values, emotions, resistance to change, trust and brand equity is positively related to customer loyalty*

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