

## **Investigating the relationship between brand image and brand loyalty, satisfaction, trust and love**

**Hamed Adibi<sup>1</sup>, Mohammadreza Bahramzadeh<sup>2</sup>**

<sup>1</sup>Master student of business management, marketing orientation, Kavian Institute of Higher Education, Mashhad

<sup>2</sup> Faculty member of Kavian institute of Higher Education of Mashhad,

### **Abstract**

These days, customers have more choice between different brands. The expansion of existing brands in the market has led to an attractive paradox for marketers in which customers have the right options to change instead of committing to a particular brand. This study examines the relationship between brand image and loyalty, satisfaction and trust and love for the brand. This study examines the literature on brand loyalty. Brands play a pivotal role in consumer behavior, and building strong relationships between customers and their chosen brands has a tremendous impact on customer behavior and brand preference. Creating such strong relationships sometimes leads to the formation of deep emotional bonds and ultimately love for the brand. Creating and strengthening strong emotional bonds turns customers into staunch advocates for the brand, resulting in huge investment capital for the company. Therefore, in order to develop brand loyalty, it is necessary to pay attention to customers' emotional criteria and sufficient knowledge of the brand.

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<sup>1</sup> hamed77.adibi@gmail.com

<sup>2</sup> mohammadrezabahramzadeh@gmail.com