Investigation of the Effect of Brand Image and Service Quality on trust, commitment and Behavioral Intentions

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Abstract
This research proposes a comprehensive integrated model that investigates the relationships between brand image, service quality, trust, commitment and behavioral intentions. In this paper, data collected through customers' of Hyperstar chain stores in Tehran city. Structural equations modeling by using LISREL was performed to empirically test the relationships between the constructs of this study. Results show that both brand image and service quality have a positive influence on customer satisfaction, trust and commitment. However, effect of customer satisfaction and trust on positive word of mouth and repurchase intentions was not positive and significant. Also, results indicate that commitment has a positive and significant influence on word of mouth communication and repurchase intentions. Finally, the findings imply the need for a service firm to strategically leverage on the key antecedents of relationship satisfaction in its pursuit of customer retention and positive behavioral intentions.

Keywords: Brand image, Service Quality, Satisfaction, Trust, Commitment, Behavioral intention.

References


