

عنوان مقاله:

The Effect of Brand logo typeface on Consumer satisfaction and Repurchase intention with Brand performance mediating: in online taxi platforms

محل انتشار:

دومین کنگره بین المللی مدیریت، اقتصاد، علوم انسانی و توسعه کسب و کار (سال: 1402)

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نویسندگان:

Mohammad Akbari - Assistant professor, of Industrial management, university of Payame-Noor, Iran, Tehran

Mohammad Ghasemi - Assistant professor, of Industrial management, university of Payame-Noor, Iran, Mashahd

Shadi Nazarzad - master of business administration- marketing , university of Payame-Noor , Iran, Tehran

خلاصه مقاله:

With the expansion of internet and web platforms, online services have also grown rapidly. One of the most important services in recent years is online transportation. In this environment, brand plays a vital role in customer satisfaction and brand evaluation for companies. In this article, the effects of brandlogo type on customer satisfaction and purchase intention in the field of online taxi services have been investigated. We use an online survey through a standardized questionnaire to collect data. The collected data were analyzed using PLS-3 software. The results indicate that in online taxi services, brand logo has a positive effect on customer attitude towards the brand as well as customer satisfaction. Also, tests showed that customer satisfaction strengthens the mediating role of brand performance and repeat use of online services. Analysis of the measurement model shows that the questionnaire is valid in terms of convergence and differentiation as well as composite reliability. Through the results of this study, managers will realize the greater effect of the brand logo on the positive attitude of customers and ultimately their satisfaction and repurchase towards the brand.

کلمات کلیدی:

Logo typeface, re-purchase intention, Consumer attitude, Brand performance, consumer satisfaction

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