

عنوان مقاله:

The effect of brand personality on the repurchase intention of the customers of luxury restaurants in Isfahan considering brand equity

محل انتشار:

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خلاصه مقاله:

The wealth of many businesses is their brand and all brands have personality. A strong brand helps companies differentiate themselves and explain why their products or services are capable of meeting the needs of customers. In this research, the effect of the dimensions and consequences of brand personality on the repurchase intention of the customers of Isfahan luxury restaurant with regard to the role of brand equity was investigated in the survey data from 200 customers using a questionnaire. The reliability was evaluated 0.943. In this research, a main hypothesis and four sub-hypotheses were considered and evaluated by SEM technique, using PLS. The results showed that there was a positive relationship between the brand personality dimensions and brand equity, as well as between the brand personality dimensions and the brand personality consequences. Additionally, brand equity could have an impact on .the brand personality consequences and these, in turn, influence the repurchase intention

کلمات کلیدی:

.brand personality, brand equity, repurchase intention, Brand loyalty, Perceived Value

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