

The relationship among consumer personality and word-of-mouth with mediation of Brand personality (A Case Study of Jamee Clothing)

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This research main aim is to know relationship between consumer personality and word-of-mouth by brand personality and also has been generation difference decreasing effect. Research method has been descriptive - correlation. Statistical community was all Jamee cloths clients in west Mazandaran county. Using available sampling method ed 356 clients. Research questionnaires were such as consumer personality characteristics , brand personality and word-of-mouth that studied by structural equations at AMOS 24 research hypotheses. This research results showed that personality characteristics (beta coefficient= 0.381) and brand personality (beta coefficient = 0.447) have meaningful and direct effect on client word-of-mouth. In other hand , personality characteristics (beta=0.529) have indirect effect on client word-of-mouth. At following personality characteritics and brand personality have could predict 53 percent clients word-of-mouth variance. In other hand , personality characteristics could determine 28 percent brand personality varance. Also generation difference decreasing effect verified on relationship between consumer personality characteristics , brand personality and word-of-mouth

Keywords : cosumer personality, word-of-mouth, brand personality , generation difference

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