The Impact Of Brand Personality On Brand Equity Dimention by mediatation of gender (Case Study: Hamrah Aval 'S Customrers Of Rasht City

Hoora Lotf Ahmadi*,

The purpose of this study was to investigate the effect of brand personality on brand equity values. the research method is type-descriptive and correlation is a method based on the method.the statistical population of the research is brand-branded customers in rasht city. the non-probabilistic sampling method is available in targeted form. the sample size is 412 people. the data gathering tool in the present study was a questionnaire with 66 questions. in order to investigate the validity of the questionnaire, experts and experts were used. to determine the reliability coefficient, cronbach's alpha coefficient was used. to analyze the data and test the hypotheses, statistical analysis of structural equation modeling using spss and lisrel software has been used. the results of the research hypothesis test show that there is a significant relationship between brand personality and brand equity.the effects of route severity are brand association, brand awareness, brand loyalty and brand perceived quality, and also with respect to the moderating variable, gender has a significant effect on the relationship between brand personality and the value of brand equity in the Rasht city.

Keywords : Brand personality, brand equity, brand association, brand awareness, brand loyalty , perceived brand quality.