

The effect of brand personality dimensions on brand attitude with the role of mediation of visual and functional compatibility (Case study: hotel industry)

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Today, successful manufacturing and management of powerful brands is one of the main drivers of success in the hotel industry. The main goal is to investigate the effect of brand personality dimensions on brand attitude with the role of mediation of visual and functional adaptation in hotel industry. The statistical population consisted of customers of star hotels in Gilan city of Rasht, including Kadus, Pardis, Pamchal and Ordibehesht. By using non-probabilistic sampling, proportional to the sample size, using the cracker formula in unrestricted statistical society, sample size 298 is determined. The research method is descriptive-survey and research tools including standard questionnaire. In order to investigate the validity of the research, experts have used it. Cronbach test is also used to assess the reliability of the research. Data analysis was done on two levels, descriptive statistics and inferential statistics. Collected data and available information using inferential statistics techniques, Structural Equation Test using LISREL software has been used and the collected data have been analyzed using SPSS software. The emotional dimension, merit and stiffness of the hotel brand affect the perception of the convergence and adaptation of the image itself. Also, the brand's excitement and competence dimension affects the perception of convergence and performance matching.

Keywords : brand personality dimensions, brand attitude, visual adaptation, functional adaptation

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