The Study of Relationships among Brand Personality　Brand Preference and Consumers' Purchase Intention　Using …

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ABSTRACT

Brand personality mixed brand with personality, and attached the products with a especial style. When people believe that certain products' brand personality can be use to reflect their personal style, or can even to enhance their self-image, they will gradually attach to that brand and increase their willingness to buy that brand. In the fields of marketing, there are many studies about the brand personality. But few have ever investigated the effects of different products categories on the relationship between brand personality and brand preference and the relationship between brand personality and purchase intent. It is the purpose of this research, therefore, to probe into the effects products category on brand personality, brand preference and customer purchase. Data will be collected through questionnaire, SPSS tool will be used to analyze the data to test related hypotheses. The implications of the results of study for the future studies and for the practices will also be discussed.

Keywords : brand　personality　brand　preference　Product　Category　customer purchase

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