

# The Study of the Psychological Characteristics, Brand Experience on Brand Relationships : A Case of Hong Kong Disneyland

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## ABSTRACT

Under the competition in the marketplace, Brand Experience popularly applied every property gradually, the most obvious example is theme amusement park. The Disneyland plan marketing successful, whole products to be connected all theme amusement park, with the famous Brand build Relationships. This research has adopted questionnaire investigation of experiment proof study method. The new theme amusement park in Asia – HONG KONG Disneyland are included in this study to discussed the effects of psychological characteristics and brand experiences on brand relationships. The findings are as follows : 1. Brand experience the influences brand relationships of functional benefit exchange, perceptual benefit exchange, connect with self connection, promise, dependence, trust are significant. 2. Except Quality Consciousness\* Brand Experience, four kind of the Psychological Characteristics \* Brand Experience on brand relationships is significant in the China. Except Motivation to conform\* Brand Experience, four kind of the Psychological Characteristics \* Brand Experience on brand relationships is significant in the Taiwan.

Keywords : Psychological Characteristics ; Brand Experience ; Brand Relationships

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