

The Effects of Brand Experience on Brand Affect, Brand Trust and Brand Loyalty-the Case of Hong Kong Disneyland

鄧絜文、封德台

E-mail: 9511118@mail.dyu.edu.tw

ABSTRACT

Brand is a kind of link relation of the product and consumer, including communication, trusting, affect, and commitment, however the experience is a kind of new worth source. Therefore, this research tries to brand trust and brand affect regard as brand experience and brand loyalty in lie variable and inquire into fours of the relations. This research adopted a convenient sampling to take experiencing personally the visitor of Hong Kong Disneyland as a research object and obtained effective 274 questionnaires and totally in the Hong Kong Disneyland 's exit, analyzes the relation with the identification research assumption by regression. It is recognized that : 1.Brand Experience, Brand Affect and Brand Trust all will influence Brand Loyalty, especially trust alone to loyalty explain the power is the biggest. 2.Brand Experience can through the Brand Affect or Brand Trust build up a Brand Loyalty more.

Keywords : Brand Experience, Brand Affect, Brand Trust, Brand Loyalty ; Relations

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