

Impact of Brand Image, Brand Personality and Brand Love on Word of Mouth: Pakistani Fashion Brands

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Abstract : In the domain of consumer-brand relationship, love for a fashion brand is a dominant idea. Brand executives incline to build more endearing brands, for example, Levi's "Quality never goes out of style". Though, the significance of this notion is not often debated in the literature of marketing. Moreover, the effect of brand image and personality on brand love has not been examined in any quantitative study in Pakistan. The current research aims to fill this study gap by evolving a causal framework integrating word-of-mouth, brand love, image, and personality to examine the relationships among them. Data was gathered through questionnaires survey, and it was filled by 409 university students. AMOS 20 was used to draw a path analysis and test the hypotheses. Results discovered that brand personality and brand image leads to brand love that ultimately impacts word-of-mouth. Results give thorough suggestions on which future research can be constructed.

Keywords : brand love, brand personality, brand image, fashion brands, word-of-mouth

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