GAMIFIED CUSTOMER EXPERIENCE AND ENGAGEMENT IN AMAZON ONLINE RETAILING COMPANY IN COVID-19 ERA

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Abstract

This paper aims to shed a new light on branding features in service industry by filling the existent gap between brand features (brand signature, brand awareness, brand reputation and brand performance) and hospitality industry. To examine our hypothesis, 210 respondents were randomly recruited in eight Iranian five-star hotels and data was analyzed via structural equation analysis. The conceptual model was tested using structural equation modeling by Smart PLS. The results showed the positive effect of brand signature on customer awareness of brand and brand reputation. Also, the effect of perceived brand relationship on brand performance is confirmed. Meanwhile, the impact of Brand Reputation on perceived brand relationship was not significant.

Author Keywords

Brand Signature, Consumer Brand Awareness, Brand Reputation, Brand Performance, Business Relationship Orientation, Hospitality Industry