

# A Study of the Effects of Image Congruence on Customers' Brand Loyalty in Luxury Hotels

—Using the Aman Brand as an example

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## INTRUDUCTION

This study constructs a new model for investigating the relationship between image congruence and brand personality, challenges the existing research model in this field, and offers fresh insight into brand research. And, this study points out a multi-dimensional perspective to explore the effect of image congruence.

This study aims to conduct the model to focus on constructing the brand loyalty for Aman, which possess the distinctive brand personality. At the same time, this study aims to develop a model which can be broadly apply to managers in the luxury hospitality industries

## HYPOTHESIS

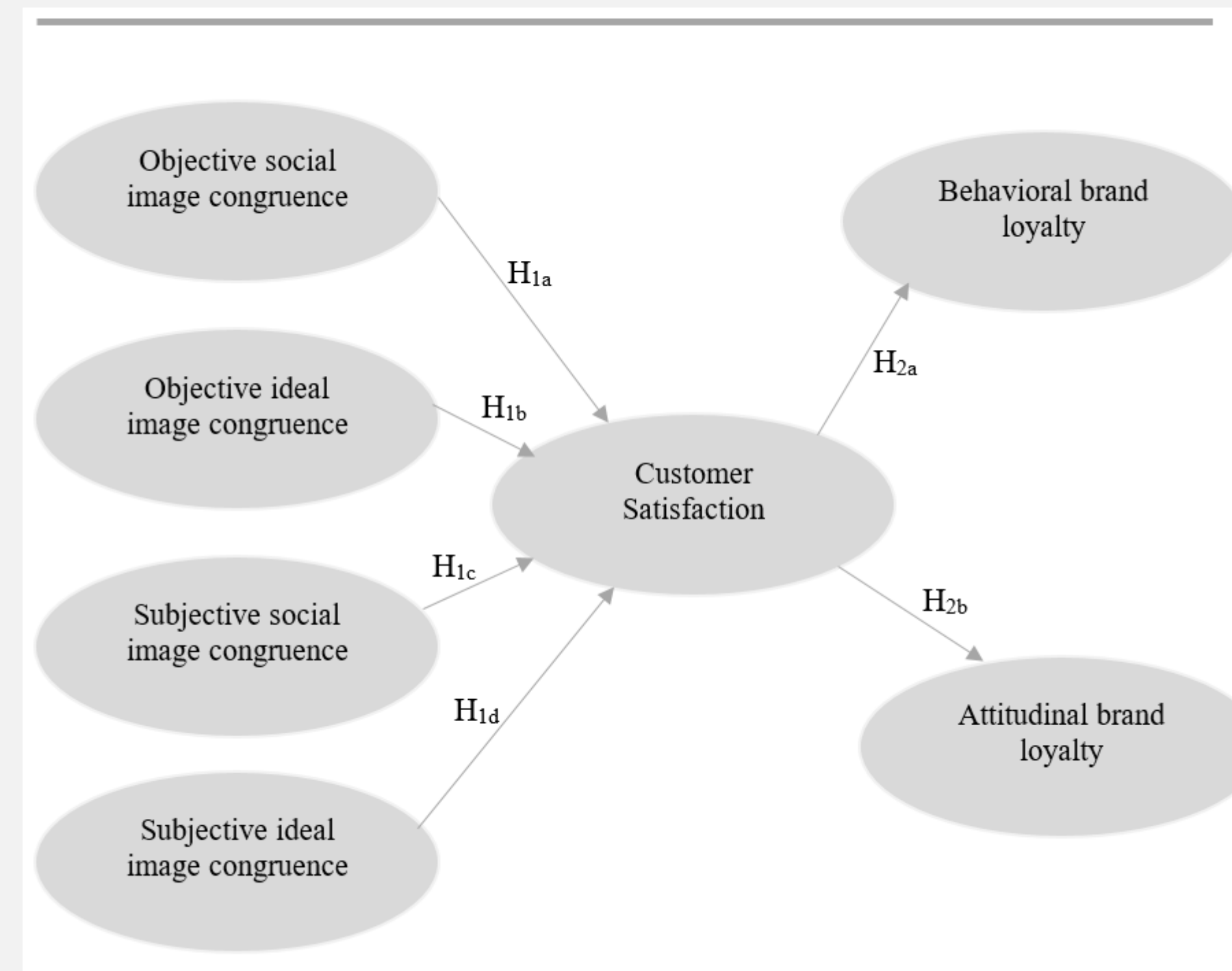


Fig.1 The Conceptual Model of this study

**H<sub>1</sub>: Customer satisfaction is a positive function of image congruence;**  
**H<sub>2</sub>: Customer satisfaction is positively associated with Brand Loyalty;**

## EXPECTED RESULTS

Given the significance of image congruence in luxury lodging industry, this study set out to explore the relationship between image congruence and brand loyalty as well as the effect of customer satisfaction on the relationship between image congruence and brand loyalty. After exploring each hypothesis, the study will propose effective marketing strategies for the luxury hotel industry and suggest a new direction for future academic research.

## Aman's Image



### AMANGIRI

Canyon Point, USA

Roam the slot canyons and wildernesses of the vast American West at this desert hideaway near the Grand Canyon

### AMAN LE MÉLÉZIN

Courchevel 1850, France

Access the pistes of Courchevel 1850 from Aman's ski-in, ski-out lodge, replete with pool and personal ski butlers



### AMAN-I-KHAS

Ranthambhore, India

Spot tigers in the wild on safaris out of Aman-i-Khas, a Mughal-style camp replete with spa and pool



## METHODOLOGY

Based on the Logistical considerations and psychological specialty of the luxury product consumption, the study did the online reviews on the TripAdvisor for the Aman Summer Palace (Beijing Location), and conducted the subjective brand-personality dimensions of Aman.

A questionnaire was developed based on literature review. And all items will be measured on a scale of 1 (strongly disagree) to 7 (strongly agree).

- ❖ 12 items for image congruence (Back,2002)
  - e.g. How do you think other people think you for suiting each personality?
- ❖ 3 items for Customer Satisfaction (Oliver,1980, Gotlieb 1994)
  - e.g., Overall, I am satisfied with the decision to stay at Aman.
- ❖ 8 items for Brand Loyalty (John 1993,Oliver,1997), John 1993,)
  - e.g. Aman is always my priority.

This study chooses the brand Aman in Shanghai location- AMANYANGYUN and plan to collect data from 200 individual guests who stayed in this specific hotel during Dec 2017 to April 2018.

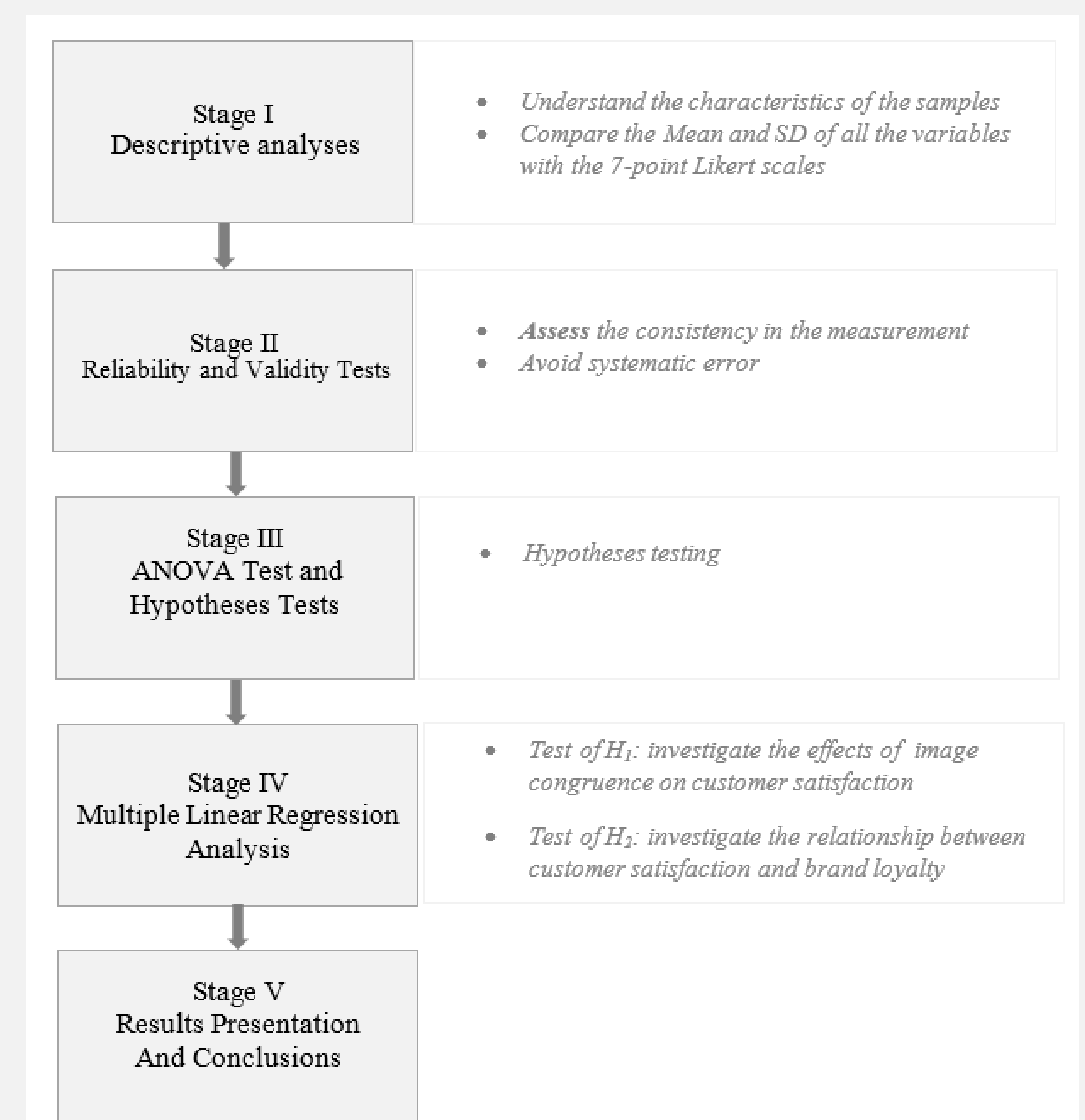


Fig.2 Analysis procedure for this study