



Branding y decisión de compra en clientes de una empresa gastronómica - Perú [

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text (article)

Analítica

In recent times, branding has become a timely strategy for the management, development, and positioning of companies in the market; its purpose is to create conscious and unconscious connections in people in order to influence their purchasing decisions. The objective of this research was to determine the relationship between branding and the purchase decision in customers of a gastronomic company - Peru. The research was applied to and non-experimental design, cross-sectional and correlational. Two variables were used: branding, which was operationalized with the following indicators: history, name, graphic brand, personality, attributes, brand recognition, recall, customer-company link, trust in the brand, and the consumer's point of view. The purchase decision variable was operationalized with the following indicators: internal and external motivations, internal search, external search, price, quality, image, impulse purchase, level of preference, satisfaction, loyalty, and product recommendation. A questionnaire was used to measure both variables. The sample consisted of 146 customers, and a multivariate analysis was carried out to construct a perceptual map of brand attributes. It is concluded that there is a strong correlation of 0.866 in Spearman's test with a bilateral significance of 0.000 being less than 5% ($p < 0.05$); that is, branding is significantly related to the purchase decision in customers of a gastronomic company - Peru

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