

# Brand personality of public transport: A proposed model [Personalidad de marca del transporte público: Una propuesta de modelo]

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This research applies the brand personality theory, and with this the personality traits that users assign to the companies that operate the public transport service in the city of Santiago de Chile. Through an exhaustive review of the literature and the application of semi-structured questionnaires, in-depth interviews and focus group meetings, the "Public Transport Brand Personality (PTBP)" model is obtained, which has adequate levels of content validity, it is multidimensional in nature, reflective type and the second order, and it is composed of the following dimensions: a) sincerity; b) controversial; c) helpful; d) conservator; e) competence; f) ambitious; g) sophisticated; and h) social.

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Brand Personality

Chile

Model

Public Transport

Santiago