

Surveying the Relationship between Brand Personality and Customer Loyalty (Case Study: Pars Khazar)

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ABSTRACT: the purpose of this study was to evaluate the Relationship between Five Dimension of Brand Personality and Loyalty to brand. The research is descriptive and is applied to the target. Based on data collection is Survey Research. The tool of data Collection in this study is a questionnaire containing 45 questions is designed to measure the research variables. The variables are set equal to 5 Likert used. Validity of questionnaire was confirmed by professors and experts comments and reliability of it using Cronbach alpha was confirmed. The statistic population of study is Customers of Pars Khazar Products. Using the Cochran formula, 250 Customers were studied as a final sample of research with using random sampling. To test the hypothesis Pearson Correlation was used. The results showed that Five Dimension of Brand Personality Has Positive and Significant Relationship with Brand Loyalty.

Keywords: Brand Personality, Brand Loyalty, Pars Khazar.

INTRODUCTION

Nowadays identity of brand like capital creates value for that organization and products, therefore enhancing brand in many cases changes to strategy of the organization. Business name is an image of products in the market. People, who deal with business name, are following special quality or features that make it especial. Branding is a sensitive category and achieving capacity of creating loyalty in a customer doesn't do easily and emotions toward a brand are easily destructed in others. Necessity and location of a customer's viewpoint in branding has importance to the degree that extensive subjects of psychology are introduced. For example one effective psychological method in identification of customer's viewpoint is asking them for making a combination of images and words for explaining their idea about especial brand. The goal is stating perceptions and viewpoint of people about considering brand without necessity of using loaning words in the view of importance of customer's perceptions and viewpoints that we want to perceive them. Here only associations are important that anthropology and psychoanalysis and mentioning this subject shows the importance of perceptions and viewpoint of customers that we want to perceive them. Here only associations are important that brand evokes them in mind (Sardari et al, 2011).

Success in branding besides development of export markets increases international credit of countries and causes the income of delegating brand to interested companies in outside abroad overtake income resulted from direct export of goods (Eslam, 2003). Such problems that have been paid attention in some studies of marketing district recently and by scientist of this district is the discussion of brand personality and its constituting factors. In this research it has been tried to consider the relationship between personalities of brand of Pars Khazar with degree of loyalty of customers of products of Pars Khazar and considers customers viewpoint in this field.

Research theoretical framework

Current trade world locates in super competitive era, the period in which strong international brands have been entered different area of production and survival of great companies have faced threat by competitors. For confronting this problem companies should besides evaluating situation of their current position and the way of perception of consumers about it are going to save and strengthen their location and enhancing awareness of consumers about their brand (Mohammadian et al, 2010).

Brand as one basis of current competitive play is the element that should be defined, created and managed so that companies can achieve utilization by relying the strategic and important function that play in strategic

decisions of companies and creating differentiation in products and activities. However the problem is that current market sections that are becoming more competitive, smaller daily and saving older customers and absorbing new customers becomes more difficult in them and in these conditions organizations are successful which can find out expectations of their customers correctly, and take step in the direction of raising brand personality of the company and lessens cost of attracting customer that is 5-10 times more than saving customer through making customers loyal to company's brand(Yi Lin, 2010).

Nowadays saving and strengthening customer loyalty toward products or services of companies is the most important point of concentration of marketing activities. Customers' loyalty can decrease marketing cost of companies, causes attraction of more customers and increases effectiveness of business. Also loyal customers through word-of-mouth advertisement of a product cause company to confront strategies of competitors and achieve better results (Doostar et al, 2013).

Loyalty to a brand causes customers choose a brand in comparison to other competitor brands and buy that brand routinely and doesn't tend to other brands. Loyalty of customers means a situation in which a customer generally purchase or perceive similar products or services from a company over time. Also based on the degree of loyalty of customers to an especial brand, its special value increases. Also loyalty to a brand can be as a potential output resulted from brand especial value (louleiro & Miranda, 2011).

By using customer loyalty that is the result of degree of his satisfaction about special product or service, we can measure volume or number of repurchase and degree of prediction of product by him to others (Budiarti et al, 2013). In the view of some researchers loyalty is the final factor of customer satisfaction model. Loyalty is assessed by intention of buying, tolerating the degree of price of goods and services by customers and also suggestion of buying goods and services. It is speculated that better speculation and more satisfaction of customers of a company or organization should increase the degree of their loyalty (Bayraktar et al, 2012).

Customer loyalty is a kind of internal and deep commitment that leads to repurchasing or reuse of a product or services. Although these situational effects and suggestions of marketing potentially affects change f behavior of a customer. The most prevalent definition was presented by Oliver that defines loyalty as a deep commitment for a product or preferred services that the act off purchase was done constantly and compatible in future and causes repurchase of a distinct brand or a set of definite brands and it is whereas situational effects or attempts done for replacing or his behavioral change exist outside (Tajzadeh naming et al, 2010).

There are many definitions about customer loyalty. In the view of Majoomdar, customer loyalty is a complicated and multi-dimensional definition and loyalty complexity becomes obvious from the point that a distinct and united definition hasn't been presented about it; however researchers generally believe that loyalty can be considered from two attitudinal and behavioral dimensions (Shojaei, 2010).

Aker (1997) stated that brand image is brought into mind while calling its name whereas brand personality points out humanistic features in relationship with a brand. In the belief of Keller and Richie a company's brand personality is reflected in values and operations of a company. The statement of brand personality is used for description of that group of humanistic features that customers can relate them to brands. Although humanistic features such as certainty or uncertainty, young or old, obedient or disobedient can be used about brands and their personality, palmer (2000) stated that this point should be paid attention that personality of people are determined by multi-dimensional factors such as attributes, appearance and behavior but brand due to nature of non-living being is described by advantages, mental image, channel of distributions and cases of these kinds(Mohammadian et al, 2010).

Jionz in 2009 found this point that when consumers speculate brand quality as an inevitable action and competitors can easily copy products feature, a strong brand identity and personality can be valuable in creating brand special value (Geuens et al, 2009). Emotional feature of brand image like brand personality because are mostly in relationship with physical features of products are more discriminated. In this relationship, brand personality, has more survival and value. Like brand image, personality features of brand, is in relationship with product features (Shin kim, 2000). Brand personality points out customer's image and description about an especial brand that is formed due to collected data or their experiences of the brand and since a brand creates special identity for a product, achieving a reliable brand is counted as customer favorability in choosing a product (keller & Hoeffler, 2002).

Aker by emphasizing this action that identification of a brand is the basis of creating a strong brand states that based on the concept of brand personality we can attribute humanistic features to a brand; for example how it continues its life, what does it do throughout his life and cases of this kind. He introduces dimensions of brand personality (Aeker, 1997)

Honesty: it denotes health and honesty of a brand

Enthusiasm and excitement: it encompasses cases such as spirit and dare of a brand

Capability: certainty and success of a brand are located in the form of this scale.

Perfection: it includes high level cases such as magnificent of a brand

Strength and stability: it denotes strength and stability of a brand

Research hypothesis

Hypothesis 1: Honesty has meaningful relationship with loyalty to a brand.

Hypothesis 2: enthusiasm and excitement has meaningful relationship with loyalty to a brand.

Hypothesis 3: capability has meaningful relationship with loyalty to a brand.

Hypothesis 4: perfection has meaningful relationship with loyalty to a brand.

Hypothesis 5: strength and stability has meaningful relationship with loyalty to a brand.

METHODOLOGY

Current research is counted applied research regarding goal. Also this research regarding method of data collection is descriptive correlation type. Statistical society of current research includes customers who purchase products of pars Khazar in Rasht city. Due to unlimited society Cochran formula was used for determining sample volume and 250 people were considered as final sample of research. In this research for assessing brand personality 5-dimension standard questionnaire model of Aker was used that includes 30 items. For assessing loyalty of customers questionnaire has been designed that includes 15 questions for determining reliability of questionnaire Cronbach alpha method was used that the result has been shown in table 1:

Table1: validity coefficient of questionnaire

	Variable	Alpha
Brand personality	Honesty	0.82
	Enthusiasm and excitement	0.75
	Capability	0.88
	Perfection	0.73
	Strength and stability	0.78
Loyalty to brand		0.79

4- RESEARCH FINDINGS

4-1 descriptive findings

Result of considering collected data shows that among 250 participants, 66.8% equals 167 people are male and 33.2% equals 83 people are female. 9 people (3.6%) in area under 20 years, 77 people (30.8%) between 20-30 years old, 101 people (40.4%) between 30-40, 39 people (15.6%) between 40-50 years old, 24 people (9.6%) were over 50 years old.

4.2. Result of testing hypothesis

In this section for considering research hypothesis Pearson correlation method was used that the result has been shown in table 2:

Table 2: result of Pearson correlation coefficient

		Honesty	Enthusiasm	Capability	Perfection	Strength and stability
Loyalty to a brand	Correlation	0.468	0.763	0.647	0.733	0.803
	Sig	0.001	0.000	0.000	0.000	0.000
	N	250	250	250	250	250

CONCLUSION AND SUGGESTIONS

] Regarding that distribution of variables is normal Pearson correlation method was used for testing hypothesis. Result of considering hypothesis indicated that each dimension of honesty, enthusiasm, compatibility, perfection, strength and stability have had meaningful and positive relationship with customer loyalty to brand of pars Khazar product at the level of 0.01. Therefore attention and strength of each of these parameters besides strengthening brand personality of pars Khazar in the view of customers leads to increase of loyalty of customers to

products of pars Khazar and affects utilization and sale of company. Therefore based on the result of testing hypothesis the following hypothesis is presented:

Creating and saving clear, excellent and stable brand cause creation of competitive excellence in mid of customers and their loyalty to company brand. Attention to the location of production based on interest and demands of customers at enhancing utilization resulted from customers' loyalty to the company. Making policy and plans for marketing proper to the position of brand personality and attempt for enhancing customer's loyalty. Considering this important point those customers evaluation of personality of a brand and features related to their mental image has significant function at brand success of a company and customers loyalty to the products of that company.

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