Brand Compatibility with the Spirit of Customers and Its Influence on Customer Attraction

Saeid Shahshahani

M.A (Geophysics) seismology, Islamic Azad University, Ghom. Iran

ABSTRACT

Services purchased by customers or consumers have individual and social implications. Manufacturers strengthen their thinking about themselves using these concepts. Brand, as a social mark, act to match brand personality and is a motivating factor for consumer behavior. Positive personality of brand has consequences such as enhancing customers' preferences, sentiment, trust and satisfaction. Brand personality congruence refers to the consistency between self-perception and brand image. Brands, as a social mark, act as consumer motives in their brand image and consumer image. Customers tend to prefer the brand and adhere to it, which is consistent with their true or ideal ones. Brand, as a social mark, act to match brand personality and is a motivating factor for consumer behavior. Customers tend to prefer the brand and are loyal the brand, which is consistent with their real or ideal self.

Keywords: Consistency, Brand Personality, Customer, Repurchase

I. INTRODUCTION

Today, the prominent place of brandhas been well-publicized in the service market. Many of the active companies in the service marketing network have won a dominant position in the business realm in the light of a strong brand. One of the most challenging aspects of the strong brands is the personality of brand (Aghazadeh, et al., 2013).Generally, when brand personality traits are active in the customers' minds, brand personality affects their buying behavior and their tendency to return (Lin and Huang, 2012). Therefore, if the brand personality is well designed, it will have a tremendous effect on the decision-making process and the choice of brand by the customer (Kaplan, et al., 2010). Brand positive personality has consequences such as enhancing customer preferences, increasing customer sentiment, enhancing the level of trust and customer satisfaction (Heslop et al., 2010). Researchers believe that brand loyalty and preferences increase customer purchase intention, and make the customer continually buy a brand. Customers feel intimate to the brand that they choose and through the brand, define their personality and adhere to it and purchase it continually (Park and John, 2012).Brands, as a social mark, act as a motivating factor for consumers behaviors. Customers tend to prefer the brand and adhere to it, which is consistent with their true or ideal ones. The consistency theory states that there is an effective relationship between personality congruence (self-perception and consumer consistency) and consumer choice (Parker, 2009). The tendency to purchase again a brand varies from one customer

to another, which is rooted in cultural differences. Cultural differences are key factors in the tendency of identified customers to purchase again (Wu and Tsai, 2011).

II. BRAND

A brand is a name, phrase, term, sign, symbol, design or a combination, which is intended to introduce a product or service provided by a vendor or a group of vendors, thereby distinguish them from the products of competing companies. The definition of the American Marketing Association (AMA) for a brand is as follows: "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers".

A trade name can have up to six different meanings: 1. Features: The first thing that trade name callsto mind is specific features; 2. Advantages: A trade mark is more than a set of features. Customers are not purchasers of features, they are looking for advantages. Features must be converted into operational or emotional benefits; 3. Benefits: The brand also talks about the benefits the manufacturer offers; 4. Culture: Trade mark may indicate a particular culture; 5. Personality: The brand can also embody a particular personality; 6. User: The brand shows the type of consumer who uses the goods (Azizi and Shokrgozar, 2013).

III. BRAND PERSONALITY

Trade mark is recognized as a symbol of the company's reputation, and this matter has become so important that the experts believe that the brand has personality (Loui&Lombart, 2010). In this regard,one of the thinkers identifies brand as the mainfactor in customer decision making during shopping (King, 2010). Matzler et al (2006)indicated that the brand personality does not play only one important role, but has a profound effect on the organization's performance (Lin, 2010).

What is certain is that all brands have a personality, and if the company does not design this personalit, it will be shaped in the minds of customers. The brand is shaped in customers' mind and heart by the direct and indirect contact with brand. The direct source that forms brand personality are those who are in a relationship with the brand, such as company directors, family members, and company spokesperson; and indirect resources are marketing tactics and resources; information such as product or service features, trade mark, brand symbol, advertising, price and packaging (Parker, 2009; Heslop et al, 2010; Park and John, 2011).

IV. LITERATURE REVIEW

Hosseiniand Khademi (2014) conducted a study on the effect of brand personality on customer loyalty to the Haraz dairy product brand with a quality-price moderating variable. The results of the research led to the presentation of strategies for brand management and brand personality improvement that could be applied by brand managers and marketing managers. Also, in another study by Aghazadeh et al. (2013), the effect of brand personality on repurchase intention via perceived value and brand loyalty was investigated and the results showed that Saman Insurance brand personality has a significant effect on perceived value and brand loyalty of life insurers and perceived value and brand loyalty also affect their repurchase intention. Also, results indicated that brand sincerity, competence, and ruggedness influence on perceived value, and brand sincerity, excitement, and competence has the most impact on brand loyalty and brand competence has the highest influence on the brand perceived value and loyalty of life insured. Azizi and Shokrgozar (2013) analyzed the effect of consistency between consumer personality and brand personality on consumer trust to the trade mark. The results indicated that the consistency of consumer and brand personality had a positive effect on consumer trust and attachment to the brand. Also, the effect of brand and consumer personalityconsistency on trust is more in prestige goods than consumer goods, while there was no significant differencebetween attachment to prestige and consumer goods.

Matzler et al (2016)examined the role of brand personality congruence and the intention of revisiting by tourists, and the results showed the direct effect of brand personality congruenceon the intention of revisiting the tourism location. In another study, the influence of brand personality dimensions of two chain cafes of Starbucks and 85 degrees on the repurchase intention of customers was examined in Taiwan and the results showed that perceived brand personality positively influences the repurchase intention (Lin and Huang 2012). Hooper (2011) examined the effect of brand personality and congruity on customer-based brand equity and loyalty of personal computer owners, and the results showed

that congruity has a negative effect on excitement and competence.

V. METHODOLOGY

The present study is descriptive and analytical-documentary research. The library method has been used for collecting data, and specialized books, articles and journals have been used in the field of research.

VI. FRAMEWORK OF BRAND PERSONALITY

Aaker's Brand Personality Scale (1997) consists of 42 traits and five dimensions including ruggedness, sophistication, excitement, competence and sincerity that is one of the most widely used instruments for measuring brand personality in different industries, while other dimensions provided by other researchers are used only in one industry, for example, Braunsteinand Ross provided some dimensions of brand personality that is only applicable in the field of sports (Lin, 2010).

Aakerexamined the classification of personality traits of various brands, which resulted in a 5-dimensional model including sincerity, excitement, competence, sophistication andruggedness, and 25 components. The first three features of the model are more in line with the existing and normal characteristics of the individuals, and the two later characteristics are more in line with the ideal personality traits of individuals (Heslop et al. 2010).

VII. BRAND PERSONALITY CONGRUITY

In the literature of brand personality, the brand is regarded as a human personality, and as a person, personality traits are defined for it. Understanding this personality helps to develop and maintain relationships between brands and consumers. In addition, it explains how these relationships affect the behavior of consumers (Ambroys et al., 2005). The congruity between the consumer self-concept and the brand plays an important and effective role in shaping consumer behavior; this congruity also influences the effectiveness of advertising, and facilitates the creation of positive attitudes towards products and brands. It can also influence consumer choice, orientation, perceived quality, brand preferences and brand loyalty.

A number of studies have proven that there is a congruency between brand image / personality and individuals'personality. As research results showed, there is a relationship between smokers' perceptions of smoking and femininity or masculinity. Also, investigating the relationship between self-image and brand preferences suggests that the brand is consistent with and reinforces self-concept (Maehle et al., 2010).

VIII. CONSEQUENCES OF BRAND PERSONALITY CONGRUITY

Customers are trying to assess the compliance between brand and their image of the brand through the process of congruity with themselves. This process plays an important role for purchasing motivation and brand loyalty. Self-congruity also refers to the favorable or unfavorable tendency of individuals to brand, which affects people's loyalty to the brand.

In a research, the effect of brand personality and sales promotion on brand equity has been studied, which aims to provide a model in which consumers' opinion about brand personality and promotion of sales of the organization is influenced by customer groups.
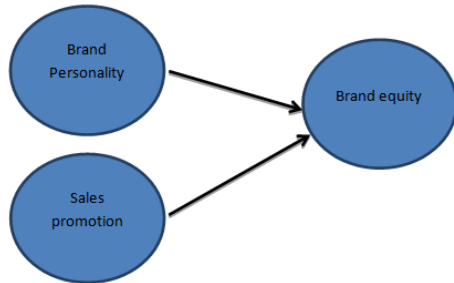

Problem recognition: The buying process begins with the recognition of the need. At this stage, the buyer recognizes the need. The recognition of the need is the consequence of significant difference between the individual's ideal and a real situation and the person inevitably makes a decision (Rousta, et al., 1996).

Information search: Consumers will obtain the necessary information from various sources such as personal, commercial, general, and empirical sources, or that consumers may refer to their past experiences.

Evaluation of alternatives: customer of consumer evaluatesinformation to choose between different brands. The evaluation of alternatives makes the consumer problem clear and provides criteria for his/her buying.

Purchase decision: The consumer makes a final decision by evaluating the alternatives.

Post-purchase behavior: After purchase, a consumer adapts it to his/herexpectations; s/he may be satisfied or dissatisfiedwith purchase.Both will result in post-purchase behavior and should be carefully evaluated.

Figure 2 the relationship between brand personality, sales promotions and brand equity (Walt et al., 2011)

IX. BUYING DECISION PROCESS

Behind any purchase action is an important decision-making process that needs to be addressed. This is thestages that a buyer goes through to decide what type of product and service to buy. This process involves five steps (Rousta et al., 2006).
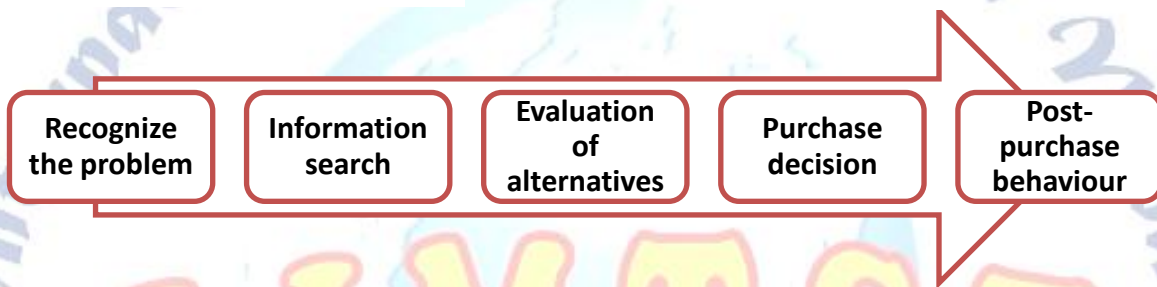

Figure 3 Buying decision process (Rousta, et al., 2006)

X. FACTORS AFFECTING CONSUMER INTENTION TO PURCHASE

There are several factors that influence consumers' intention to purchase. Ismail Poor (2005) provided an approach in which the factors affecting consumer purchase have been identified (figure 4).
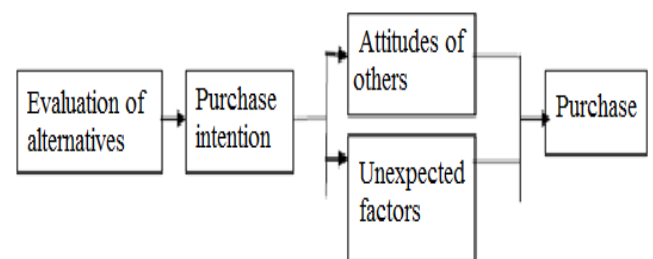

Figure 4 Factors affecting on consumer purchase intention (Ismail Poor, 2005)

XI. CONCLUSION

Brand personality is a fascinating and attractive concept in today's marketing that is one of the core dimensions of brand identity and the closest variable to the consumer decision making process for purchase. Brand personality is human traits that are attributed to a brand. Today, much attention is paid to the personality of trade marks,

so that marketers try to design the brand personality to suit the dominant consumer's personality in order to popularize their products.

What is certain is that all brands have a personality, and if the company does not design this personality, it will be shaped in the minds of customers. The brand is shaped in customers' mind and heart by the direct and indirect contact with brand. The direct source that forms brand personality are those who are in a relationship with the brand, such as company directors, family members, and company spokesperson; and indirect resources are marketing tactics and resources; information such as product or service features, trade mark, brand symbol, advertising, price and packaging

Brand, as a social mark, act to match brand personality and consumer self-image and is a motivating factor for consumer behavior. Customers tend to prefer the brand and are loyal the brand, which is consistent with their real or ideal self.The congruity theory states that there is an effective relationship between personality congruence (self-perception and consumer consistency) and consumer choice.

REFERENCES

[1] Ismail Poor, H. (2005).Basics of Marketing Management, *NegahDanesh publication*, Tehran

[2] Aghazadeh, H., Gholipoor, R., Bakhshizadeh, E. (2013). Effect of Brand Personality on Repurchase Intention via Perceived Value and Brand Loyalty (case study: Saman InsuranceLife Insured), *New Marketing Research Journal, 3* (4)

[3] Hosseini, A., Khademi, M.R. (2014). The effect of brand personality on customer loyalty to the Haraz dairy product brand with a quality-price moderating variable, Mazandaran University, economy faculty

[4] Rousta, A., Davar, V., Ebrahimi, A. (2006). Marketing Management, Tehran: SAMT publication

[5] Azizi, Sh., Shokrgozar, S. (2013). An analysis on the effect of consistency between consumer personality and brand personality on consumer trust to the trade mark, *New Marketing Research Journal, 6.*

[6] Aaker, J. L. (1997). Dimensions of brand personality. *Journal of marketing research*, 347-356.

[7] Demirbag Kaplan, M., Yurt, O., Guneri, B., &Kurtulus, K. (2010). Branding places: applying brand personality concept to cities. *European Journal of Marketing*, *44*(9/10), 1286-1304.

[8] Heslop, L. A., Cray, D., &Armenakyan, A. (2010). Cue incongruity in wine personality formation and purchasing. *International Journal of Wine Business Research*, *22*(3), 288-307.

[9] Hooper, S., Gazley, A., Tan, L. P., &Krisjanous, J. (2011). The Effect of brand personality and congruity on customer-based brand equity and loyalty of personal computer brands.

[10] King, C., & Grace, D. (2010).Building and measuring employee-based brand equity. *European Journal of Marketing*, *44*(7/8), 938-971.

[11] Lin, L. Y. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers. *Journal of Product & Brand Management*, *19*(1), 4-17.

[12] Lin, L. Y. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers. *Journal of Product & Brand Management*, *19*(1), 4-17.

[13] Lin, Y. C., & Huang, P. W. (2012). Effects of the big five brand personality dimensions on repurchase intentions: Using branded coffee chains as examples. *Journal of Foodservice Business Research*, *15*(1), 1-18.

[14] Lin, Y. C., & Huang, P. W. (2012). Effects of the big five brand personality dimensions on repurchase intentions: Using branded coffee chains as examples. *Journal of Foodservice Business Research*, *15*(1), 1-18.

[15] Louis, D., &Lombart, C. (2010).Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand). *Journal of Product & Brand Management*, *19*(2), 114-130.

[16] Maehle, N., &Shneor, R. (2010).On congruence between brand and human personalities. *Journal of Product & Brand Management*, *19*(1), 44-53.

[17] Matzler, K., Strobl, A., Stokburger-Sauer, N., Bobovnicky, A., & Bauer, F. (2016). Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions. *Tourism Management, 52*, 507-520.

[18] Park, J. K., & John, D. R. (2012).Capitalizing on brand personalities in advertising: The influence of implicit self-theories on ad appeal effectiveness. *Journal of Consumer Psychology*, *22*(3), 424-432.

[19] Parker, B. T. (2009).A comparison of brand personality and brand user-imagery congruence. *Journal of Consumer Marketing*, *26*(3), 175-184.

[20] Valette-Florence, P., Guizani, H., &Merunka, D. (2011).The impact of brand personality and sales promotions on brand equity. *Journal of Business Research*, *64*(1), 24-28.

[21] Wu, Y. C., Tsai, C. S., & Lo, C. Y. (2011). Consumer Personality-Product Image Congruence: Evidence from Taiwan.