

The Role of Consumer Personality Traits Fitness with the Brand Personality in Brand Loyalty Development

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Abstract

The different brand personality has a vital and important role in the success of a brand and customers with different personalities prefer brands which have a proportionate and consistent personality with their personality. The fitness and alignment of the consumer personality and brand personality will lead to brand loyalty. Therefore, the present study is aimed to assess the relationship between consumer personality traits, brand personality and brand loyalty. This is a descriptive survey study and a questionnaire is used to collect the data. Analysis of the results indicates the validity and reliability of the used questionnaire. The population of the present study consists of the consumers of the mobile phones in Tehran. For data analysis, the SPSS and LISREL software packages are used. Research findings showed that the consumers' personality traits have significant effect on the brand personality; brand personality has significant effect on the brand loyalty, and ultimately consumers' personality traits have significant effect on the brand loyalty in the mobile phone industry. In other words, all of the hypotheses are confirmed.

Keywords: Personality, Personality Traits, Brand Personality, Brand Loyalty, Mobile Phone

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1. Introduction

Different Brand personality plays an important and vital role in success of the brand. Such a personality leads the customer to understand the brand and establish a strong link with it (Doyle, 1990). The brand personality forms a long-term and stable relationship between the customer and the brand on the one hand and on the other hand distinguishes between the brand and other existing brands (Kumar et al., 2006). With a unique brand personality, customers with different characteristics will be attracted and the brand performance will be developed. In addition, the company through its brand personality can establish a good relationship with its customers and maintain the relationship (Aaker and Biel, 1993).

From the consumer's point of view, the brand personality represents the basis for a desirable branding program. Efficient and suitable brand management not only includes brand personality, but also is effective in achievement to the goals such as customer orientation, loyalty and profitability which are among of the most important concerns of today marketing managers. Given that each of the brands have their own personality brands, customers may consider the brands like a real man. In such case, the customers expect the others' attitudes, behaviors or thought

to respect their personality traits and the brands correspond to their personality (Aaker, 1996). The customers usually use of a company brand and product with their personality traits; in other words, all marketing attempts are aimed to customers believe a brand personality and identify it and improve the relation between the brand and customer (Govers & Schoormans, 2005) and consequently enhance the customers' brand loyalty and the firm brand equity.

The brand personality is becoming to an important subject of many researches in this area. These researches are conducted on the different brands and products, such as durable goods, consumer goods and luxury goods (Kumar et al., 2006; Govers and Schoormans, 2005; Mengxia, 2007).

Differentiated brand personality has a key role in the success of the brand and this leads to increase the importance of the brand personality and to have a strong relation with the brand. The brand personality must be strong and consistent and must also be distinguished from the competitors' brand. Customers with diverse personalities pay attention to develop the brands that they prefer and attract them. In addition, a company can have a good relationship with customers, through the brand personality. Customers

prefer products and brands that are consisted with their characteristics and personality. In fact, all marketing activities are performed in order to strengthen the relationship between brands and customers and to enhance the customer loyalty to the brand and enhance the brand value (Govers and Schoormans, 2005).

In fact, the proportion and the close relationship between the personality of the customer and the brand personality is a determining factor in brand preference and brand loyalty as the result. Accordingly, the present study examines the role and the relation of the consumer personality traits and the brand personality and therefore brand loyalty.

2. Literature review

Lin (2010) conducted a study entitled "*The relationship between consumer personality traits, brand personality and brand loyalty: an empirical study on the toys and video games shoppers*". The objective of this study was to explore the relationship between the customers' personality traits, the brand personality and brand loyalty. To accomplish this goal, by using a sampling method, 400 adult consumers of toys in Mal city of Taipei country were selected and the questionnaires were distributed among them. Regression analysis was used to test the hypotheses. The findings showed that extraversion

personality and emotional brand personality, consistency personality trait and emotional personality, pleasant brand personality and merit brand personality have significant positive correlation with each other. In addition, these findings indicate that the merit brand personality and the attractive brand personality have significant positive effect on feeling loyalty and the consistent and open minded personality traits have significant positive effect on feeling loyalty.

Lee (2009) conducted a study entitled "*The relationship between consumer personality and brand personality on basis of confidence: The Case of Korean car brands*". In this study, the author examined the relation between the consumer personality and the brand personality and based on his results, proposed strategies for branding in consumer market. Korean car brands test indicated the key role of the brand personality as a factor of distinguishing of the brand. The research was conducted on car consumers in South Korea and factor analysis, structural equation and ANOVA were used to analyze the data. Experimental results of the data analysis showed significant positive relationship between consumer personality and brand personality on the basis of confidence. In addition, the results indicate that this relation

finally will lead to identify the brand by the consumer and to create the purchase intention.

Maehle & Shneor (2010) in a study entitled "*The correspondence between the brand personality and human personality*" tried to clarify the relation between the brand personality and individual personality on the basis of identifying the consumers' brand preference according to their personality characteristics. In this study, the dimensions of brand personality and consumer personality which are provided by Aaker, were used. The findings showed that consumers' brand preference is largely consistent with the character of the individual consumer.

Kuenzel & Halliday (2010) conducted a study entitled "*Effects of reputation and brand personality on brand loyalty: based on the role of brand recognition,*" and evaluated the effects of the consistent brand and reputation on the recognition and behavioral loyalty of customers. For this purpose, a sample of car consumers in Germany was selected. The findings showed that the consistent brand personality and brand reputation affect the brand recognition and consequently the brand loyalty. In addition, the findings showed that brand recognition in part (a minor) adjust

the effect of brand personality and brand reputation on the brand loyalty.

Venkateswaran et al. (2011) have conducted a study entitled "*a study on the dimensions of the brand personality and brand loyalty based on the Raymond brand*" to assess the impact of each of the dimensions of brand personality on brand loyalty". They considered five dimensions of consumer personality which are: honesty (integrity), excitement, competence, sophistication (attractiveness), roughness (topography) and investigated their effect on the brand loyalty. The results of this study showed that these personality dimensions have a significant effect on the brand loyalty.

Valette-Florence et al. (2011) in their study, "*The Effect of Brand Personality and sales promotions on brand equity*" examined the influence of the brand personality and sales promotions on brand equity that brand loyalty is one of the most important aspects of them. This study is measured the relative effects of long-term brand management tool (brand personality) and an integrated short-term tool (sales promotions) on the formation of brand equity. The findings suggest a positive effect of brand personality and the negative impact of sales promotions on brand equity. Accordingly, companies should create a good brand personality for their customers to

promote and develop brand loyalty and brand equity.

3. Theoretical Background

3.1. The Concept and Definition of Personality

Personality has a wide area having very complex issue and various aspects. For understanding human personality, great attempts has been done which some of them were practical, some superstitious, and a few other were scientific and valid. Commonly speaking, the personality has a different meaning. When it is told that someone has personality, namely, that he has properties that can influence other people or has special grace and poise. Similarly being depersonalized means having negative properties. The word "personality" in general is defined and used as celebrity and qualified in areas such as political, scientific, artistic, figures ,etc. (Sholtz, 1384). Personality is an "abstract concept" which means something like energy in physics which is not visible, but can be derived through a combination of behavior, thoughts, motivation, excitement, etc. Personality makes the difference between people (humans). But these differences are only in certain "characteristics and features". In other words, in many personality traits, people are similar to each other, so, the personality can be considered as "how people are

different?" and "in what area they are similar to each other" (Farbod, 1386). This variation is due to differences in perspectives of the "definition and vision of man and his nature". Every society in order to be able to live in a certain culture and to interaction successfully, develops certain personality types that are fitted to its culture. While there are some similar experience among all cultures, it is not unlikely that the specific experiences of a culture be available to other cultures (Pearman, 2009).

There are extensive disagreements among experts in psychology and human behavior and sociologists about human personality. Subjects such as autonomy, individual independency, individualism, collectivism of human being need to interact with each other and to have self- independency indicating the differences between the visions of the social sciences and human behavior about personality. The followers of the arrangements of social culture, personal psychology, social psychology, and the like, have many discussions about the originality of personality, its formation and its use. So, we cannot offer a single definition of personality being accepted by all of the theorists, but in a simple definition, the personality indicates the individual variants (Martin, 1998).

Authorities in the fields of psychology and personality have provided alternative definitions for the word "*personality*". On the basis of its etymology, it is said that the word "Personality" is actually rooted in the Latin word of «Persona» which means the mask which the theater actors in ancient Greek and Roman put on their face. This interpretation implies that the personality of each individual is a mask on his face as the distinguishing factor from others (Madi, 1384). Hilgard has defined the personality as behavior patterns and ways of thinking that will determine how an individual adapt himself to the environment, while some establish a relation between the "personality" and "stable characteristics of person" and define it as a set of properties that are certain with stability, and may lead to predict the individual behavior. Personality refers to the characteristics and properties that represent the behavior of a person, including thoughts, feelings, perceptions of the self-image, ideas, thinking method and many of habits (Sholtz & Sholtz, 1387).

3-2. Consumer Personality Traits

The theory of personality traits is one of the most important theoretical fields of study on the personality. According to this theory, personality is composed of extensive

characteristics and traits. For example, consider how you describe your friend personality. Most likely, you refer to a number of social features, such as being kind and cool. The "feature" refers to a relatively stable characteristic that let the people behave in certain ways. Unlike other personality theories such as psychoanalytic and humanism, the theory of personality traits focuses on the people variants. The combination and interaction of different properties that make up a person's personality is unique and exclusive to each person. The theory of personality traits focuses on identifying and measuring the characteristics of personality (Lin, 2010).

The theory of personality characteristic or trait is the most powerful school in personality psychology science where many researchers of the field achieve similar results (Chen & Chang, 1989). Allport (1961) is considered as the founder of personality psychology. He has defined the personality as a "real person". He also has provided more specific and more known definitions about the personality. According to this psychologist, organizational dynamic personality is consisted of psychological - physiological systems which form the pattern of behavior, thoughts and feelings of the

person. Some researchers on the field of personality believe that in many cases, the personality traits have been developed by nature and are sustainable but unlike them, some other researchers believe that personality traits will continually evolve and may be changed or even hereditary environmental changes may not ever change (Sternberg, 2000).

Theory of personality traits or characteristics can be divided into two schools. The followers of the first school believe that people have a set of similar characteristics and consider the cause of the difference between an individual and others rooted in difference being at the level of possessing each trait. As a result, according to this school, characteristics are found usually in each of us. However, the second school followers believe that the combination of characteristics lead to individual variants which varies from person to person and each person owns its own set of characteristics or properties (Sternberg, 2000). One of the most important theories that have been proposed in the field of personality traits is the Big Five factors of personality theory, which is the focus of current research. It will be described as following.

3-2-1. The Big Five factors of Personality Theory

The new theory of personality characteristics-called "the theory of the five factors has been emerged following previous theories already focused on a number of attributes. In the five-factor theory, five factors of personality represent the major features that interact with each other to form the human personality. Based on the conducted study, researchers consider five basic dimensions for the personality of every human being. Many evidences have been provided in order to confirm this theory within the past 50 years. Research in this area primarily was initiated by Fisk (1949) and was developed by other researchers such as Norman (1967), Smith (1967), Goldberg (1981) and McCrae and Costa (1987). The five dimensions constitute the broad category of personality traits. The five categories are usually considered under the following subjects:

- Extroversion: This option includes features such as irritability, desire to establish interpersonal relationships, being talkative, confident and expressive in emotions.
- Agreeableness (Adaptation): This dimension includes features such as trust, altruism, respect for the wishes and needs of others, kindness, love and other acceptable social behaviors.

- **Conscientiousness:** Common features of this dimension are included of a high level of thinking with appropriate control reactions and targeted behaviors. For whom this dimension is prominent, dealing with organization and the details of everything is facile.
- **stimulate appetite (neuroticism):** Those who this dimension of their personalities is prominent, are emotionally instable, anxiety, shied and depressed.
- **Openness (open minded):** This option includes features such as imagination and vision, and those who this dimension of their personalities is prominent have usually diverse interests (McCrea and to colleagues, 1986; Lin 2010; Ryvier, 1386). These dimensions represent broad areas of human personality. Research has found that attributes which are common in a group usually are also common among other individuals. For example, people who are violent and have a great desire to establish interpersonal relationships, are also usually talkative. However, sometimes they are not together. Human personality is very complex and varied and individual may show behaviors in fitness with several dimensions.

3-3. Brand Personality

Brand personality is consisted of properties that are attributed to it. These properties form a part of the brand identity. According to Aaker, brands with their personality promise to consumers these features as well as their image which will be created in the minds of consumers based on the company's activities. This type of personality is essential for the brand communication with consumers. Brand personalities are useful tools for brand selection by customer (Louis & Didier, 2010; Aaker, 1997).

Brand personality is a unique set of emotionally dependent applications that brand tends to create or maintain. These associations represent what brand should ideally be kept in mind of customer and refers to potential customer commitment to the brand. The brand personality should ideally include defining and distinguishing features that provide stability, predictable message and mental perceptions. Brand personality is an attractive concept in today marketing world. Aaker, defines brand personality as the core and the closest variable in the customer decision in the case of purchase. It is obvious that all of the brands have personality and if organizations don't design it , it will be shaped in customers minds based on the organization activities. So it is better that organizations attempt to shape the personality of

their brand in customer mind. Much research has been done on the brand personality parts by scientists in the world. The basis of these research studies is the psychology of human personality. One of the most famous and most frequent of these researches is the research of David Aaker. He has introduced five features of sincerity, excitement, competence, sophistication and ruggedness for brands (Louis & Didier, 2010).

Brand personality is considered as an important tool which is motivator of consumers and according to Aaker, brand personality is one of the distinguishing factors of various brand. On the other hand, in researches conducted on brand and consumer relationships, it has shown that brands in economic transactions are not considered as a more powerful tool, but they will help consumers identify tendencies (Dintho, 2008). Many theories can be considered as the underlying for personality theory including the theory of anthropomorphism, self-concept theory, personality theory and the theory of Big Five.

Consumers often grant personality features to brands by considering the aspects of human personality for different brands and marketers often create and reinforce these perceptions by positioning of the brand. The brand personality traits provide symbolic meaning or emotional value

which can help consumers brand preferences and can be more stable than functional features. Successful positioning of a brand personality in a product category requires measurement models being able to distinguish the brand from the other ones by providing similar products. Consumers extend a brand to a specific scope with dimensions which are typically rooted in people personality. In other words, the dimensions of brand personality are defined by extension of the human personality dimensions in the field of brand (Heidarzadeh et al, 1389).

Levy (1959) showed that the personality of each brand encompasses a set of demographic characteristics such as gender, age and social class of brand customers and the formers may not be directly related to their mental picture of the users, staff, and spokesman for the brand and indirectly influenced by the characteristics of their products. For instance Mercedes cars by creating an image of quality and performance of their products in the minds of customers are used by the higher social class populations. In their study, Kotler and Keller (2005) points out that consumers often choose the brands that are commensurate with their self-perception. However, sometimes, consumers want to choose a brand based on their ideal self-perception

and social self-perception. Therefore, brand personality may play a crucial role in product selection based on the individual personality.

Karande et al (1997) argued that product designers and marketing personnels may benefit from the brand personality, because the good personality can help to perform the promotion and marketing programs. In addition, a brand can distinguish itself from the other ones by using the personality of the brand. Moreover, brand personality enhances the influence of the brand on customers. Accordingly, the brand will be successful by benefiting from a different personality compared to the other brands, so that customers perceive the brand personality as a unique personality and finally expand their relationship with the brand (Milewicz & Herbing , 1990).

Aaker (1997) used the psychology of personality to develop the scale of psychology of the brand and identified five brand personality dimensions. The dimensions are: sincerity (integrity), excitement, competence, sophistication and roughness (topography). Aaker et al. (2001) conducted a study in Japan and America in the field of brand personality and changed the brand personality dimensions. In the present study, the same five brand personality dimensions are used.

3-4. Brand Loyalty

Loyalty is an important concept in marketing strategy and according to Aaker, brand loyalty is the core of the brand equity. Loyalty will cause customer to lower seeking information among the options. Solomon (1992) showed that purchasing decisions based on loyalty may become a habit, and this may be a result of their satisfaction of the current brand. Loyalty toward an organization will create an advantage in reducing the cost and doing business (Bennett et al, 2005). After all, loyalty toward the company can provide an opportunity for company to respond to threats such as competition, because as much as consumers are loyal to the brand due to the ability of the product to meet their needs, they will be less sensitive to price increases (Graham and et al, 1994).

In general it can be said that a large number of loyal customers are as assets of an organization and have been identified as important determinants of brand equity. Jacob (1971) proposed for the first time a general definition of loyalty by defining it as "biased behavioral response and psychological action" which over time by certain decisions or respect to one or a number of brands in a variety of brands and it is a. A theoretical analysis shows that brand loyalty is different regarding

the consumer, industrial and services markets and according to the characteristics of different types of markets, shopping habits, recession, satisfaction, paying attention to purchase, product category, and the risk (Cheong, 2009).

A) The consumer goods market, most of marketing researches have focused on this market. These markets include fast consumption products such as ice cream and food. Many studies indicate behavioral tools and loyalty to the leader that affect the purchase of these goods. Consumer markets sometimes indicate divided loyalty features being known in marketing as multiple brand purchase. The reasons of this consumer behavior is different:

1. The consumer may seek to diversify and change the brand.
2. The other brands sales promotions may change buying patterns.
3. Lack of access to the favorite brand may be led to purchase from a brand that normally customer does not buy it.

Behavioral loyalty in consumer markets is often a habit or is created due to the little involvement in purchase of consumer goods. The first purchase may be more involving, but future purchases will be the habit. Therefore, many researchers believe that in

purchase of consumer goods, if we cannot say that no decision has been made, it can be concluded that a minimum decision is taken.

B) Durable goods market: goods that are used for a long time, meaning that the customer once purchasing the goods, will temporarily withdraw from the market until they are again needed to be replaced. Features of purchasing durable goods are:

1. Buyers often have attitudes toward competing brands.
2. In each period, the buyers are unique loyal or double loyal.

C) Services markets: a few studies have been done on these markets compared with consumer goods.

Brand loyalty is defined as the response of loyalty and psychological process. Repurchase is not a perfect indicator of brand loyalty but purchasing must be intentional. Brand loyalty is including a degree of commitment to quality of the brand and positive cases and repeated purchases. Usually, a particular product has been manufactured by several brands and buyer should take a moment to choose one among them to decide. Today, most products and services are sold by brands and this shows a very safe place of branding. Usually, the majority of the brands are selected for the previous purchases which are more likely to be purchased again. Loyal customers for

hospitable companies are more important because they are easier to provide the services rather than non-loyal customers and they are more profitable as well.

4. Development of Research

Hypotheses

4.1. The Relationship between Consumer Personality Traits and Brand Personality

The power of a brand is related to the worth which it provides through tangible ways such as properties that lie in the relationship between brand and its benefits. Consumers usually perceive the brand from dimensions which are adapted with the individual personality by extending it to the brand. The personality dimension of a brand can be developed and dimensions of human personality can be defined in brand scope. Therefore, competitors try to put more value and importance on the personality aspects of the brand in order to force their competitive situation in the market. The creation of brand is needed to a collective activity and also must match with the variables of the brand life cycle. When choosing among the brands that are competing, consumers assess the fitness between the brand personality and their favorite brand personality (Zinkhan et al, 1996). Each brand has a personality. If, as often happens, a brand is identified with the person with whom we

gradually build a picture and with who we speak about those products or services (Kapferr, 1385).

Personality and values are two related concepts where the former is a subset of values (Gutman, 1982). Personality and image are two different concepts, so that the brand personality be known as the result of communications between the company and customers, but image is considered as consumers perceptions about the brand. Consumers' personality characteristics have a significant role in the selection of brand personality which is similar to their personality. Lin et al (2010) in their research discuss the impact of the personality traits on the brand personality. The results showed that the customers' personality traits have significant impact on the personality of the brand. Accordingly, this hypothesis will be explained.

Hypothesis 1: consumers' personality traits have significant effect on the brand personality.

4.2. Relationship between Brand Personality and Brand Loyalty

Matzler (2007) evaluated the effect of brand personality on customer brand preference, influence, customer loyalty and customer purchase intention. His study showed that brand personality has a positive effect on variables of brand preference,

penetration, customer loyalty and purchase intention. Gau (2003), similar to these findings, concluded that the brand personality has significant impact on brand preference and customer loyalty vis – à vis the brand. His study showed that interviewees who identify brand personality, prefer one brand to other brands. His research also showed that customers like that brands have distinct and unique personality and the consumers' personality is closer and more similar to the brands personality which they prefer.

Kumar et al (2006) examine the relationship between brand personality and loyalty and for this purpose the two categories of durable goods (car) and consumer goods (toothpaste) were studied separately in order to discover the relationship between brand personality and brand loyalty. The results showed that in the consumer goods market, brand personality may affect the customer loyalty. Accordingly, the following hypothesis can be expressed:

Hypothesis 2: brand personality has significant impact on brand loyalty.

4.3. The Relationship between Consumer Personality Traits and Brand Loyalty

Matzler et al. (2006) examined the relationship between personality

traits (openness and extraversion), the joy value, the influence of the brand and brand loyalty. The results showed that personality traits of openness and extraversion are positively related to brand loyalty and brand products with joy value. Lin et al (2010) in their study on the impact of personality traits, brand personality and brand loyalty showed a significant and positive effect of personality traits on the brand personality and brand loyalty. Accordingly, the following hypothesis can be expressed:

Hypothesis 3: personality traits have significant effect on consumer loyalty to the brand.

5. Conceptual Model

Based on the history, literature review , research methodology and hypotheses; conceptual model can be represented as follows:

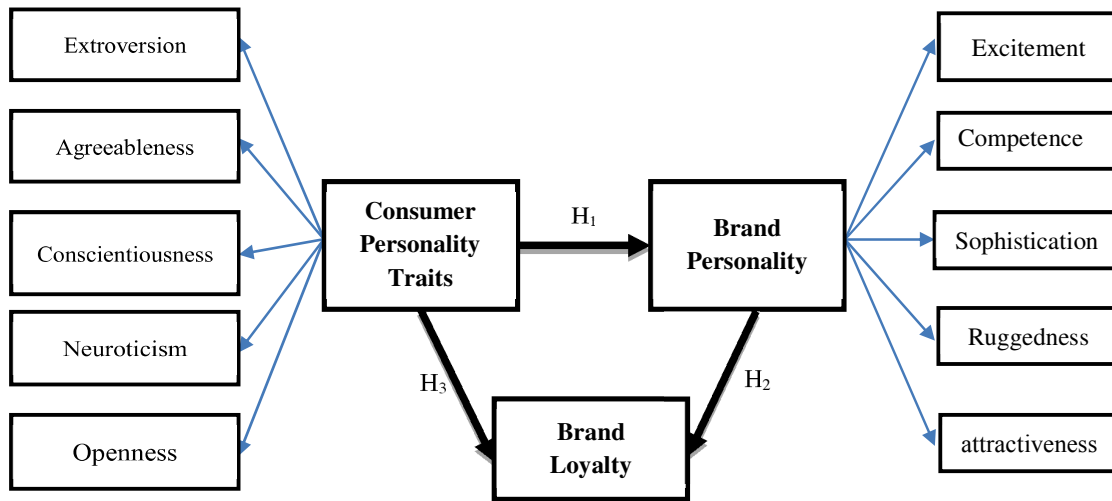


Figure 1: Conceptual Model

6. Research Methodology

6.1. Research Method

Considering the fact that the present study examines the relationship between consumer personality traits, brand personality and brand loyalty in mobile phones market, this research based on its purpose and nature is an applicable study. From the perspective of data collection method, this study is a survey and with regard to the research design is a descriptive research. A questionnaire was used to collect the research data. The questions were arranged in the Likert five options form (strongly disagree, disagree, neither disagree nor agree, agree, strongly agree) and the questionnaires were distributed personally.

6.2. Questionnaire

The conceptual model of this study contains three variables of consumer personality traits, brand personality and brand loyalty which are assessed through a set of measurement variables. In order to measure five consumer personality dimensions, 15 items (3 items per dimension) in the questionnaire were considered. To measure five dimensions of brand personality including excitement, competence, peaceful, honesty (intimacy), and complexity (sophistication), 40 items or questions in the questionnaire were considered. Finally, in order to measure the brand loyalty, 9 items were used. Thus, a total of 64 items in questionnaire of this study has been developed to measure the variables. In addition, a number of demographic

questions were also taken at the beginning on the questionnaire.

6.3. Data Analysis Method

In the present study, Structural Equation model (SEM) is used to analyze data and to test research hypotheses. SEM is a strong multivariate analysis in multivariate regression family which helps the author test a set of regression equations simultaneously. To study the reliability of the model, Cronbach's α value and to measure the fit of provided model and the validity of the questionnaire, confirmatory factor analysis (CFA) are used.

6.4. Research Statistical Sample and Community

The population of the study consisted of all mobile phone users in the city of Tehran. According to dispersion and the number of mobile phone in Tehran, accessible sampling method is used and based on the Cochran relation for the infinite population, a sample size of 380 users who visit the malls and were mobile phone users were selected for studying and distributing questionnaires.

4.5. Questionnaire Reliability and Validity

To analyze the internal structure of the questionnaire and to determine the validity, the results of CFA and

AVE have been used. To this end, standard factor loading and AVE index for all items and variables were computed as shown in table \. Validity is established when standard factor loading for each variable is measured and AVE index for each main variable is greater than 0.5 (Fornell and Larcker, 1981). As seen in table \, standard factor loading and AVE index are greater than 0.5 for all items and variables. Therefore, one can conclude that the questionnaire enjoys acceptable validity. To measure reliability, Cronbach's α value is used. To establish reliability, Cronbach's α value should be greater than 0.7 in order to be accepted. Cronbach's α values for all constructs are shown in table \ and all of them are greater than 0.7.

Table 1: The Rates of Standardized Factor Loading, Cronbach's α Value and AVE

	Items	(SFL Mean)	(AVE)	(Cronbach's α)
Personality Traits	Extroversion	0.71	0.74	0.79
	Agreeableness	0.74	0.78	0.77
	Conscientiousness	0.59	0.61	0.81
	Neuroticism	0.60	0.63	0.73
	Openness	0.76	0.71	0.84
Brand Personality	Excitement	0.56	0.58	0.74
	Competence	0.58	0.61	0.75
	Sophistication	0.55	0.57	0.71
	Ruggedness	0.57	0.60	0.78
	attractiveness	0.53	0.55	0.70
Brand Loyalty	0.72	0.79	0.91	

7. The Research Findings

7.1. Descriptive Research Findings

In order to better understand the studied population in the research, before the analysis of statistical data, it is necessary to describe the demographic information and the

data. In this study, four variables of gender, age, education and income were considered as demographic variables whose classification based on 380 respondents is shown in the table below.

Table 2: Research Demographic Variables

Variable	Age	Percent
Sex	Male	54%
	Female	46%
Age	20	39%
	21-40	28%
	+40	33%
Education	Lower than diploma	7%
	Diploma and Associate of Arts	18%
	B. A.	49%
	M. A. and higher	26%

7.2. Model Fitness Test

To determine provided model fitness by CFA, various goodness of fit

indicators have been used as shown in table 3. Overall, each acquired indicator for model is not itself the reason of fit or unfit of the model;

rather, such indicators should be described in parallel with each other. Both χ^2 and secondary fitness tests show that the model is adequately proper and they move toward the factors of the model and we focus on such factors. Table 3 indicates the most important indices and depicts that the model enjoy proper fitness.

All indices indicate that the model is fit to observed data. Model fit indices show the appropriateness of measuring model since Chi 2 ratio on freedom degree is less than 3, RMSEA is less than 0.9 and other indices are also plausible. In other words, the overall model is significant and admirable.

Table 3: Model Goodness for Fit

Index	Ratio	Allowed level
χ^2/df	2.49	< 3
GFI	0.91	> 0.9
RMSEA	0.076	< 0.1
CFI	0.92	> 0.9
AGFI	0.87	> 0.8
NFI	0.92	> 0.9
NNFI	0.93	> 0.9

7.3. Hypotheses Test

The results of the hypotheses test based on the Structural Equation Modeling are shown in Table 4. In this table according to the statistic t (absolute t-statistic for the hypothesis is above 2/58), at the 99% confidence level, hypotheses were confirmed. So, it can be concluded that consumers' personality traits have significant effect on brand personality, brand personality has significant effect on brand loyalty, and consumers' personality traits have significant effect on loyalty brand.

The path coefficient values and the impact of each of the independent variables on the dependent

hypothesis are shown as follows. For example, the path coefficient of 0/69 for the first hypothesis shows that the consumers' personality traits affect the brand personality in mobile phones market to 69%. This means that if a mobile phone consumer personality traits change to one standard deviation, their selected brand personality will be changed with the probability of 99 per cent to 69% of standard deviation. Other positive hypotheses path coefficients values can be interpreted as such.

The values of determination coefficients of the dependent variables have been summarized in the following table. The determination coefficient of the

influence of mobile phones consumers' personality traits on brand personality is equal to 0/63. This value indicates that the variable of consumer personality traits could predict or explain 63% of the variability in the mobile phone brand personality. The remaining 37% shows the measurement error and is related to the other variables that are our focus of attention in this study. The determination coefficient of the

influence of mobile phones consumers' personality traits and brand personality on brand loyalty is equal to 0/71. This value indicates that the variables of consumer personality traits and brand personality could predict or explain 71% of the variability in the brand loyalty. The remaining 29% shows the measurement error and is related to the other variables that are the subject of this study.

8.

Table :4 Hypotheses Test

Research hypotheses	(β)	t	R ²	Result
the impact of customers' personality traits on brand personality	0/69	**6/71	0/63	confirmed
the impact of brand personality on brand loyalty	0/62	**5/93	0/71	confirmed
the impact of customers' personality traits on brand loyalty	0/65	**6/26		confirmed

**Significant at the 99 percent confidence level.

*Significant at 95 percent

Discussion and conclusions

One of the important issues many marketers are facing today is that the marketing stage in its evolution is at a level in which organizations are not only in pursuing new customers, but also, one of the most important goals of marketing is management demand and enhancing brand value by pushing customers into loyalty. Indeed, given the difficulty and high cost of attracting new customers, retaining the existing customers through loyalty is more attractive for companies. When the customer awareness increases about the market

, the access to information has led to decrease customer loyalty toward companies. In such circumstances, the brands can lead to the customer's brand loyalty in a competitive market. Here, the function of personality is not ignorable. Personality can be expected for both consumers and brand. Aaker (1996) knows the brand personality as the core and the closest variables in the customer decision when buying. The brand personality represents the basis for a desirable branding program for consumer. Efficient and proper management are included in the

brand's personality. In order to achieve the goals such as customer satisfaction, loyalty and profitability, this matter sounds to be important to marketing managers and corporates. Consumer's personality traits can be attributed to the "person stable characteristics" and it is defined as a set of properties that are identified through stability leading to predict individual behavior. Personality refers to the character and properties that represent the behavior of a person, including thoughts, feelings, perceptions of the self-image, ideas, thinking methods and many of the habits. Appropriateness and compatibility between consumer personality and brand personality and the close relationship between the two personalities will be followed by the consumer brand loyalty. Accordingly, the present study aimed to investigate the relationship between consumer personality traits and brand personality in one hand and the relation of these two types of personalities with brand loyalty in the mobile phone industry on the other hand.

To accomplish this goal, 380 consumers of mobile phone in Tehran were selected. Five dimensions of extraversion, agreeableness, functionalism, neuroticism and reflection for the consumers' personality traits and 5 dimensions of excitement, competence, security

(peaceful), honesty (intimacy) and complexity (sophistication) have been considered for brand personality. The research findings showed a significant relationship between the consumers personality traits and brands personality in phone mobile industry. Accordingly, we can conclude that consumers' personality traits in mobile phone market have the relationship with brands personality and people select the brands which have a high proportion to their personality. The research findings showed that both of the consumers' personality traits and the brand's personality have a significant relationship with the brand loyalty.

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نقش تناسب ویژگی‌های شخصیتی مصرف‌کننده با شخصیت برند در توسعه وفاداری به برند

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شخصیت برند متفاوت، نقش حیاتی و مهمی در موفقیت یک برند ایفا می‌کند و مشتریان یا شخصیت‌های متفاوت، برندهای با شخصیت متناسب و همسو با خود را می‌پسندند. تناسب و همسویی شخصیت مصرف‌کننده و شخصیت برند، وفاداری به برند را در پی خواهد داشت. بر این اساس تحقیق حاضر با هدف ارزیابی رابطه ویژگی‌های شخصیتی مصرف‌کننده، شخصیت برند و وفاداری به برند صورت گرفته است.

این تحقیق از نوع توصیفی و پیمایشی بوده و برای گردآوری داده‌ها از ابزار اندازه‌گیری پرسشنامه استفاده شده است. نتایج تحلیل حاکی از روایی و پایایی پرسشنامه مورد استفاده بود. جامعه آماری تحقیق حاضر را مصرف‌کنندگان گوشی‌های تلفن همراه در شهر تهران تشکیل می‌دهند. جهت تحلیل داده‌ها نیز دو بسته نرم‌افزاری SPSS و LISREL استفاده شد.

یافته‌های تحقیق نشان داد که ویژگی‌های شخصیتی مصرف‌کنندگان تأثیر معنی‌داری بر شخصیت برند؛ شخصیت برند تأثیر معنی‌داری بر وفاداری به برند؛ و در نهایت ویژگی‌های شخصیتی مصرف‌کنندگان تأثیر معنی‌داری بر وفاداری به برند در صنعت گوشی تلفن همراه دارند. به عبارتی هر سه فرضیه تحقیق مورد تأیید قرار گرفت.

واژگان کلیدی: شخصیت، ویژگی‌های شخصیتی، شخصیت برند، وفاداری به برند، تلفن همراه

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