Original Article

Assessing Effect of Dimension of Brand Personality on Attitude of People to Brand of Entrepreneur

Fereydoon Aliakbari[1], Narges Delafrooz[2]

[1]Department of Management, Rasht Branch, Islamic Azad University, Rasht, Iran, [2]Department of Management, Rasht Branch, Islamic Azad University, Rasht, Iran

Abstract

The goal of current research is considering effect of dimension of brand personality on attitude of people to rand of entrepreneur. This research regarding goal is applied and regarding nature of data collection it is descriptive-surveying. Statistical society of research isstaff of Mlli bank in Guiln that was 1320 people. In the direction of determining sample volume Cochran formula has been used based on which 297 people were extracted. For collecting required data standard questionnaire has been used. Validity of questionnaire has been confirmed by content validity and constructive reliability and its reliability has been approved by cronbach alpha coefficient. In this research descriptive and inferential statistics have been used for considering hypothesis through SPSS and Smartpls software result of considerationshows that brand personality of entrepreneur has had positive and meaningful effect on variables of reliance to brand of entrepreneur and emotion to brand of entrepreneur, reliance to brand and emotion to brand has direct and positive effect on attraction of brand of entrepreneur. Also result showed that dimensions of personality of brand of entrepreneur (honesty, merit, complexity, skillfulness and power) apart from excitement has had positive and direct effect on reliance to a brand, in the fallowing consideration of result showed that two dimensions of personality of brand of entrepreneur that is merit and complexity has had direct and positive effect on emotion to brand of entrepreneur but dimension of honesty and friendship, excitement and power didn'thave meaningful effect on brand of entrepreneur.

Key words: Reliance, Brand personality, Attraction of brand of entrepreneur, Melli bank, Guilan province

INTRODUCTION

One factor that has been paid much attention in recent years is parameter of brand attraction. Brand attraction is related to the field that a company in the view of customers has high value and reliability and customers consider a sense of reliability or unreliability for th company based on receiving products or services (Park et al, 2013). This parameter causes achieving favoritism among business and all aspects of social activity and affects activities of organization (Alniacik et al, 2011). Brand attraction is important that causes consumers discriminate company from its competitors and form their emotion to that company or organization (Clopton & Finch, 2012).

Presenting favorable image of brand is one effective factor on internal and external customers viewpoint in an organization (Buil et al, 2015). This parameter shows a degree that institutions seem well in relative and absolute conditions. In other word attractiveness is result of continuous process by which customers compare different features of companies or organizations (Alniacik et al, 2012). This factor is final result of perceptions of consumers regarding the way of meeting customers' need or expectations by the organization (Tischer & Higdebrandt, 2013). many researchers believed that this parameter is counted an intangible asset for an organization. This factor can be effective on financial performance of that company and suppliers directly or indirectly (Le et al, 2013, Park et al, 2013). Brand attractiveness of the company by customer can be affected through non-economic factors such as positive help to improvement and enhancement of the society and environment (Park et al, 2013). This parameter is determined through 8 dimensions that are: financial situation and creating value, humanistic resources, management of quality and ability of implementation, leadership of business, ethical principles, social responsibility of the company and its

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Corresponding Author: Fereydoon Aliakbari, Department of Management, Rasht Branch, Islamic Azad University, Rasht, Iran.
E-mail: fereydoon.aliakbari@yahoo.com

culture, service or products, image of company and innovation (Olmedo-cifuentes & Martines-Leon, 2014). Brand attractiveness forms when there is a common and collective perception by customers, investors, and staff (Agyemang et al, 2014). Brand attractiveness is counted a fundamental source for competitive business and leads to some positive aspects for the organization. These aspects includes company's differentiation of other competitors, improving organizational performance, creating value added (Wang, 2014). There are many factors that affect brand attraction but based on different research that was done by researchers, brand personality, emotion to brand and reliance to a brand have been named as effective factors on brand attractions (Rempel & kening, 2014).

Reliance to brand is one factor that affects brand attractiveness directly (Pedeliento et al, 2015). Reliance points moderate tendency of consumers to business name and its performance that leads to using products and services (Venus Jin & phua,2015). Reliance is counted as an leverage at behavior of consumer and repurchase. Reliance to a brand and product is one effective tool for creating loyalty andincomparable behavior with brands and other products. Generally in marketing strategy usually reliance is an strong tool between consumer and a company. One effective way for creating reliance is strengthening perceived quality of consumers (Kocak Alan & Kabaday1, 2014). Reliance to a brand or product is an expectation of self-esteem or capability of reliance to brand and concept and having perceived risk of consumers. Reliance has been interpreted as psychological situation of perceived probability, reliance or expectation of consumers (Sahim et al, 2013). Reliance is counted as powerful factor at success of a company and it is one factor that has much effect on loyalty of customers (Kocak Alan & kabaday1,2014). It is obvious that in global competition area organizations will act more successfully that can manifest positive business in competition. Therefore one important tool of their success in market is attracting customers reliance (Hossein et al, 2013).

Another effective factor on brand attractiveness is customer's emotion to a product and its considering brand. Recent research about marketing shows that especial attention his been paid to importance of emotion in relation between consumer and brand. This factor can be known as affective emotion that has close relation with brand and product (pedeliento et al,). Customer emotion toward long-term commitment and inseparable connection is accompanied by commitment between a brand and consumer (Hussain shah et al, 2012). This kind of emotion in consumer is formed strength of connections that exist between personalities of a person with a brand. In relation with theory of dependency, this connection is

examined through memory chart or mental presentation that includes thought and emotion about a brand and its relation with a person (Kheiri et al, 2013). Emotion to a brand is a definition of four factors of proportion, quality of perceived services, reliance and commitment (Zhang, 2015). Affective emotion is a state of dependency (that manifest in reaction to a brand as stimulator to the mind) that dominates with strong positive emotion to a brand high motivation created through brand and a tendency that a brand dominates on mind of consumer. Different consumers may enjoy different levels of affective dependency (Patwardhan & Balasubramanian, 2011). Researches have shown that if companies couldn't have emotional connection with their consumers, probably will defeat in creating real loyalty affective dependency shows psychological state of human mind that strong emotional and cognitive connection connect a brand with the person that brand is counted as developer of personality (Kheiri et al, 2013).

Brand personality and its dimensions are other factors that have indirect effect on brand attractiveness. Brand personality has been important subject in marketing studies since some decades ago and it has been proved that brand personality has important role at quarantining loyalty to a brand, favorable attitude and brand especial value in relation with business name. brand personality has important role at creating customer interaction with brand to lead to development of brand constancy (Seimiene & Kamarauskaite, 2014). Aker in 1997 in definition of brand personality said: brand personality is called a set of humanistic features related to business name. Larson in 2002 has defined brand personality as the first reaction of people and tendency to brand while hearing brand's name or feeling an specific product belonging to business name. Customers know five dimensions for brand personality. Honesty, excitement, merit, complexity and resistance of brand (Naresh, 2012). Brand personality has been manifested as a key parameter of brand and an effective tool for establishment and differentiation of brand. Personality of strong and positive brand that has distinct features will lead to assessment of more products, behavioral intention for returning and loyalty and constant competitive excellence. Although in a severe competitive atmosphere, features forming utilization of products and services of brand is n't sufficient for attracting customers. When features of products and services of a brand is similar to other competing brands, brand personality can create a basis for differenciation and increase brand demands, as consumers often use brands as symbol and signs of consumption for explanation and explainingthemselves. Brand personality reflects values and cultural believes and there are meaningful difference between implicit

meaning of brands in different cultures. Experimental observation shows that dimensions of brand personality is different significantly in structure and different set at cultural levels (liu et al, 2016). Regarding explanation of causal relation between variables of the model the main question of research is defined in this form that how is effect of dimensions of brand personality on attitude of people to brand entrepreneur?

Research Conceptual Model

Regarding that brand personality affects brand of entrepreneur they suggested that dimensions of excitement, complexity and power and powerfulness of brand personality have close relation with reliance to brand of entrepreneur. The first point that excitement is result of self-stimulation in human and emotional excitement and second that brands which have high levels of complexity and credit and usually are used in luxurious and effective lives, that need to be introduced by skillful staff and with higher credit. Previous researches shows that an organization that has high prestizh, organizational commitment of its staff is higher affectively. Among external factors that affect brand of entrepreneur is sense of satisfaction and pride that staff have while are busy in that organization. Brand of entrepreneur not only attract and saves talents but encourages people and staff to improve utilization and service quality. Brand of entrepreneur has a kind of commitment of staff toward an organization that is created by entrepreneur that is the same fame and credit and prestizh of the company in heart of staff. As long as ypu work hard and are part of talents you will have more opportunities of growth and development. Good image, fame and respected credit at market of talents and in the society encourages hard-working staff to try and causes they support this brand and have positive emotion and dependency toward it (Rempel & Kening, 2014). Regarding presented subjects research model has been presented in Fig. 1:

Regarding research model, hypothesis of research are explained as below:

1- Brand personality has meaningful effect on reliance to brand of entrepreneur.
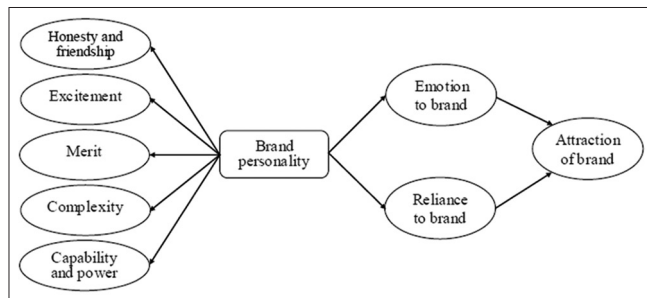
Research conceptual model (Rempel & Kening, 2014)

2- Honesty and friendship has meaningful effect on reliance to brand of entrepreneur.
3- Excitement has meaningful effect on reliance to brand of entrepreneur.
4- Merit has meaningful effect on reliance to brand of entrepreneur.
5- Complexity and cheating has meaningful effect on reliance to brand of entrepreneur.
6- Capability and power has meaningful effect on reliance to brand of entrepreneur.
7- Brand personality has meaningful effect on emotion to brand of entrepreneur.
8- Honesty and friendship has meaningful effect on emotion to brand of entrepreneur.
9- Excitement has meaningful effect on emotion to brand of entrepreneur.
10- Merit has meaningful effect on emotion to brand of entrepreneur.
11- Complexity and cheating has meaningful effect on emotion to brand of entrepreneur.
12- Capability and power has meaningful effect on emotion to brand of entrepreneur.
13- Reliance to a brand has meaningful effect on attractionof brand of entrepreneur.
14- Emotion to a brand has meaningful effect on attraction of brand of entrepreneur.

METHODOLOGY

This research regarding goal is counted applied research. Based on the way of achieving required data it is divided into two groups: descriptive research (Non-experimental) and experimental research. Descriptive research includes a set of methods that its goal is describing conditions or considering phenomenon. Therefore current research is descriptive. On the other hand current research since studies features of people and considers current situation of society in the form of some attributed it is descriptive-surveying research. Also this research regarding method is correlation research. Statistical society of this research are all staff of Melli bank in Guilan province that based on information they were 1320 people. For determining sample volume Cochran formula was used. By this method 297 people were obtained. Regarding that number of people in regions of the province were different ration of people in distributing questionnaire were paid attention in regions of bank (Classified) and due to lack of cooperation about giving required information of staff and extensiveness of statistical society and lack of easy access to all staff available improbable method was used in distributing questionnaire. For considering content validity viewpoint of directing professor and specialties of the subject have been used. For considering reliability 30 questionnaires were distributed

among staff, regarding that degree of cronbach alpha for all variables of questionnaire was higher than 0.7, so reliability of questionnaire is approved. Exact amount of these coefficient has been mentioned in Table(1):

Testing Hypothesis of Research by Using Partial Least Square Approach

For testing hypothesis of research partial least square approach has been used. In fact partial least square approach uses more complex and two-steps process for estimating and determine weight. Also by using limited information method at partial least square approach any hypothesis doesn't exit for society and or scale of measurement. Without existence of suppositions like supposition of distribution or naming, ordering and distance scales for variables, result of affair is used. Of course this point should be reminded that partial least square approach like all statistical techniques, need specific supposition. The most important hypothesis is distinguishing "predictor". This necessity states that we should define systematic section of linear regression on situational expectation of dependent variable to be able to conclude based on regression. However problem of constancy exist in great scales. Regarding problem of compatibility in great samples we can doubt about properness of partial least square and ask why this technique can't guarantee one key feature of an statistical

model(estimating constancy). Result of considering hypothesis has been presented in table (2).

Criteria of Assessing General Section Fitting

By this criteria researcher can control general section fitting after consideration of measurement section fitting and section of general model of structural section of his research. Three amounts of 0.1,0.25 and 0.36 have been introduced as weak, moderate and strong amounts. Criteria of assessing fitting of general section are calculated into three fallowing methods:

$$GOF = \sqrt{communalities \times R^2}$$

Mean of common amount of each construction: communalities

R^2: *mean of amount of construct inside model*

Degree of this statistics for research model is:

$$GOF = \sqrt{0.5925 \times 0.522} = 0.4621$$

Regarding that these three amounts of 0.1, 0.25, 0.36 are introduced as weak, moderate and strong amounts. Result of 0.5561 denotes proper fitting of the model.

Conclusion and Applied Suggestions

In the direction of considering effect of brand personality of entrepreneur and its dimension except excitement on reliance to a brand of entrepreneur sufficient reasons based on confirming hypothesis of researcher was achieved. Therefore personality of brand of entrepreneur is counted as an effective variable in the direction of improving reliance to brand of entrepreneur.analysing data related to above hypothesis showed that if personality of brand of entrepreneur increases one unit, reliance to brand of entrepreneur will increase 839 unit. This amount for honesty was 0.229, excitement 063(disapprove), merit

Table 1: Reliability coefficient of variables of questionnaire

Variable	Dimension	Alpha
Personality of brand (967)	Honesty and friendship	0.899
	Excitement	0.893
	Merit	0.928
	Complexity and cheating	0.897
	Capability and power	0.831
	Reliance to a brand	0.925
	Brand attraction	0.891
	Emotion to a brand	0.941

Table 2: Considering hypothesis of research by using partial least square approach

	Research hypothesis	B	T	Conclusion
1	Brand personality has meaningful effect on reliance to a brad of entrepreneur	0.839	35.735	Approved
2	Brand personality has meaningful effect on emotion to a brad of entrepreneur	0.725	23.033	Approved
3	Reliance to a brand has meaningful effect on attraction of brand	0.459	8.27	Approved
4	Emotion to a brand has meaningful effect on attraction of brand	0.466	8.491	Approved
5	Honesty and friendship to a brand has meaningful effect on reliance to a brand	0.229	3.502	Approved
6	Excitement to a brand has meaningful effect on reliance to a brand	0.063	0.918	Approved
7	Merit to a brand has meaningful effect on reliance to a brand	0.166	2.299	Approved
8	Complexity and cheating to a brand has meaningful effect on reliance to a brand	0.311	4.568	Approved
9	Capability and power to a brand has meaningful effect on reliance to a brand	0.170	2.946	Approved
10	Honesty and friendship to a brand has meaningful effect on emotion to a brand	0.100	1.234	Disapproved
11	Excitement to has meaningful effect on emotion to a brand	0.139	1.726	Disapproved
12	Merit to has meaningful effect on emotion to a brand	0.408	6.644	Approved
13	Complexity and cheating to has meaningful effect on emotion to a brand	0.168	2.256	Approved
14	Capability and power to has meaningful effect on emotion to a brand	0.008	0.153	Disapproved

166,complexity and cheating 311, capability and power 0.170. Therefore we can infer that bank has tried for enhancing proper image internally and externally that causes its discrimination as a favorable employer. On the other hand we can state that existence of merit and especially in bank caused not to doubt to reliance in bank. In other word bank by employing and applying specialty forces couldenhance reliance to a brand as entrepreneur. On the other hand result showed that reliance to a brand of entrepreneur is more affected with features like merit and honesty. Regarding that personality of brans affect reliance to a brand of entrepreneur we can state that dimensions of excitement, complexity and power and capability of brand personality has closer relation with reliance to brand of entrepreneur that result confirms the point so we can infer. Brands that have high level of complexity and credit need to be supplied and introduced by skillful staff with higher reliability. Therefore is organizations like financial institutions(bank) that are higher regarding prestizh, organizational commitment of its staff is higher affectively. Result of identified hypothesis is co-directed with research of Asadi and Pourasadollah (2015), song and kim (2010), jakopek et al (2003) and (Rampel and kining, 2012).

In the direction of considering effect of personality of brand of entrepreneur to brand sufficient reasons based on confirming hypothesis of researcher was achieved. Therefore personality of brand of entrepreneur is counted an effective variable in the direction of improving emotion to a brand of entrepreneur. Analyzing data related to above hypothesis showed that if personality of brand of entrepreneur increases one unit, emotion to a brand will increase 725 units. This degree was 10 (disapproving hypothesis) for honesty, excitement 139 (disapproving hypothesis), merit 408, complexity and cheating 168, capability and power 0008 (disapproving). Based on literature of research and also result of data analysis we can state internal (staff) and external (customers), use dimensions of brand personality as determine factor of value added of brand. Features of a brand guarantee an image of constant brand all the time and let consumers to state their features. All features of a brand when being active strongly in mind of consumer affects shopping behavior, emotion and their tendency to a brand that practically result of analysis fourth chapter denotes this claim. On the other hand brand of entrepreneur not only causes attraction and saving talents but encourages people and staff to improve utilization and service quality. Brand of entrepreneur has a kind of commitment of staff to the organization that is created by entrepreneurs that is the same fame and credit and prestizhe of the company in heart of staff. As long as staff are talented and work hard, growth opportunity will be more. Good image and fame and respected credit in market of talents and in the

society encourages hard-working staff to try more and causes they support this brand and have positive emotion and dependency. These result is directed with the result of Baramdi and Gholipour (2014), (Yan and Lee, 2011; Lin (2010).

In the direction of considering effect of reliance to a brand of entrepreneur on attraction sufficient reasons based on confirming hypothesis was achieve. Therefore reliance to brand of entrepreneur is counted an effective variable in the direction of improving attraction of brand of entrepreneur. Analyzing related data with above hypothesis showed that if reliance to a brand increases one unit, attraction of brand of entrepreneur will increase 459 unit. Therefore we can infer that attraction of brand of entrepreneur will be realized by creating conditions like rights and proper advantages and possibility of development in the organization also when staff and beneficiaries of the organization have reliance toward brand sense of commitment and their motivation will be more. Dependency to a bran and having positive emotion is result of certainity that staff, beneficiaries and even customers have toward that brand. Result of this research is directed with the result of research of Barghamdi and gholpour (2014), song and kim (2010), jakopek et al (2003), (Rampel and kining, 2012).

In the direction of considering effect of emotion toward brand of entrepreneur on attraction of brand sufficient reasons was achieve based on confirming hypothesis of research. Therefore emotion toward brand of entrepreneur is counted an effective variable in the direction of improving attraction of brand. Analyzing related data with above hypothesis showed that if emotion to a brand increases one unit attraction to brand of entrepreneur increases 466 unit. Therefore we can infer that personality featuresof a brand affects brand of entrepreneur and causes some behaviors of internal consumers. Affective and emotional responses have high importance and value in decisions and behaviors and specifically commitment or loyalty that are emotion features to a brand have function at making decisions. Reliance to a brand get concept as tendency of an internal consumer to having certainty and belief and honesty to a brand. Degree of this reliance is different among different people therefore organizations can't crate reliance to a brand completely. Result of this research is directed with the result of research of song and Kim (2010), Jakopek et al (2003), barghamdi and gholipour (2014) and (Ramplel and kining, 2012). In the fallowing regarding result of consideration of hypothesis of research some suggestions have been presented:

Based on result of hypothesis related to personality of brand of entrepreneur (and dimensions) and reliance to brand that was the strongest relation between other

relations it is suggested: regarding that slogan of bank (our capital is your trust) Melli bank should focus on finding position of a brand in banking industry in this form that in all fields presenting service and product by concentration on needs and demands of customers and satisfying them prove sense of guarantee of security of customers in their mind in a form that can't be cleaned. In this case they can induce staff of customers and their beneficiaries that they are unique that its result will lead to constant presence f brand in the society of consumers (Staff and customers). This action can lead to acting promises by introducing products and best services. On the other hand brand regarding needs and demands of staff will provide plans in the direction of meeting needs and demands of staff this action can be done in two material and non-material sections that in material section this action can be accompanied by giving rewards and encourages in ceremonies and in non-financial section it can be attention to working prestizh such as ionic design of proper forms and attention of physical atmosphere of working place.

Based on result of hypothesis related to personality of brand (and dimensions) and emotions to brand it is suggested bank pay attention to health and utilization of staff as a permanent and strategic plan, bank by welcoming new idea and plan in the direction of presenting new service to competitors strengthen sense of discrimination among its staff and customers, bank by concentration on written goals and achieving it strengthens sense of excellence and distinction among internal (Staff) and external staff.

Based on result of hypothesis related to reliance to a brand and attraction of brand it is suggested bank act in the direction of strengthening reliance of staff to commitment at the beginning of employment and even in other levels without deficiency, fallow plan of other banks in the area of internal brand and in case of being useful use improvement of situation of staff, bank increase interaction between managers and staff at reasonable level this action can be a kind of strengthening of sense of ownership of staff to a bank that its result will be attraction of brand for them.

Based on result of hypothesis related to emotion to brand and attraction of brad f entrepreneur it is suggested bank pay attention to team work and improving social capital among staff and plan in the direction of improving it this action can be formed by inviting to cooperation at recreation trips or other fields, bank should seem working reasonable independence in different fields for staff, for preventing job erosion and strengthening sense of being useful job cycle should be welcomed. This subject will help strengthening attraction of brand by staff.

Limitations and Future Suggestion for Doing Research

1- Current research model has beentested for the first time and based on viewpoint of staff of a financial institution. It is suggested to test research model in other organizations to consider its credit more.

2- In current research direct relation of variables has been considered so it is suggested In future research consider non-direct relation and mediating role of variables.

3- Result showed that construction of brand personality had direct effect on emotion to brand but in considering its dimensions only its two dimensions that is merit and complexity and cheating affected emotion to a brand. Therefore it is suggested in future research this problem should be paid attention deeply and its reason should be considered and in case of repeating this process its local model is suggested.

4- Statistical society of current research were staff of organization it is suggested future research should consider viewpoint of people searching work (potential staff0 especially genius.

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