

EXPLAINING THE EFFECT OF PERSONALITY OF ACTIVE AND RESPONSIBLE BRANDS ON BRAND EXPERIENCE AND COMMUNICATION STRUCTURE (CASE STUDY: USERS OF PRODUCTS SNOWA)

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ABSTRACT

Purpose - the purpose of this study was to investigate the effect of personality of active brands and responsible brands in relation to brand experience and communication structures (Users of products SNOWA).

Method - the method of conducting the present study descriptive and the research design was correlation of the kind of structural equations. The study population of the present study clients of SNOWA appliances in Tehran city of 438 were selected using simple random sampling method and responded to the questionnaires of brand experience [1] and [2] and brand personality [3] and brand personality [3]. Reliability and validity of tools were investigated using Cronbach's alpha coefficient, composite reliability and confirmatory factor analysis. The Spss software was used for analysis of data and questionnaire data from the method of structural equation modeling and software of 23 Smartpls and to evaluate the descriptive statistics from the Spss 19 software.

Findings - The results showed that brand experience dimensions affect the personality of the responsible brand and the brand personality dimensions are more responsive to satisfaction and brand personality has a positive effect on trust and brand personality dimensions have a positive effect on loyalty.

KEYWORDS: brand experience, brand personality, satisfaction, brand loyalty.

1. INTRODUCTION

Brand management is a key factor in achieving competitive advantage over competitors. Brand theory, which offers a brand name as a means of binding consumers and providers. Smith and Brinjolphon stated that the brand name is a vital factor contributing to consumer choice and helping consumers find a product vendor. Hence, the trademarks are highlighted as an important marketing tool for identifying a firm's relationship from its competitors. In recent years, brand name experiences, brand personality traits and brand reputation have been recognized as important factors in relation to desired outcomes in the world. Brand experience originates from the set of interactions between the customer with a brand, a company, or part of an organization. Brand experience involves emotional, behavioral and cognitive responses caused by brand - related generators such as design, identity, packaging, communication and environment where the brand is offered. Many marketing pundits believe it is critical to recognize and understand how consumers experience brand experience by consumers to develop strategies to marketing products and services. Because brand experience can be used to predict consumer behavior.

The paper first begins with examining literature according to the conceptual framework of brand experience, brand personality and key communication structures. As mentioned above, there have been many studies in the world and different

results have been achieved. However, as mentioned earlier, few studies have considered Jones's criteria and his colleagues in relation to brand personality. Further research is needed to investigate the implications of the different dimensions of brand personality. The preceding paper examines more empirical evidence of brand personality and presents the analysis and consequences of two attributes associated with brand personality. It shows that an appreciation of the introduction and results of the different dimensions of brand personality is essential. Therefore the insights from this research can help inform the information about the development of consumer relationship with suitable personality traits.

As noted above, instead of examining the effects of brand experience as a whole, this study analyzes the effect of each of the four dimensions (i.e., affective, emotional, behavioral and intellectual) on the dimensions of responsibility and active of brand personality. This helps in deeper understanding and more accurately the effects of brand experience. This study investigates the effects of responsible dimensions of action and being active in key consumer relationships with the brand name (i.e. satisfaction, trust and loyalty) and thus, conducting this research is organized to assess the different values of personality dimensions in preference factors and loyalty. It also helps to understand the relative effects of the responsibility and the effect of brand personality in the three consumer interface structures with the brand name.

2. THEORETICAL FOUNDATIONS

Each brand name has two dimensions: tangible dimension and intangible dimension, brand personality is the intangible dimension of the brand. Brands create distinct identity and identity to competitors for products and services. Brand personality is competitive advantage that companies are trying to create in mind space of consumers. The term brand personality is used to describe those categories of human traits that consumers can relate to brands. Brand personality refers to the image and description of customers of a particular brand that is formed as a result of the collected information or their experience of the desired brand, and since the brand creates a special identity for a product, it is considered to be a valid brand among the customer in selecting a product.

Also, by reviewing the literature of communication structures we have concluded that relationship quality or relationship structures are considered as output or result of relationship with customers. Smith defined the term as a full and strong relationship between the buyer and seller. In the previous research, relationship marketing has been used two or three distinct dimensions for conceptualizing the term relationship quality. For example, Karbasy et al. used two dimensions of satisfaction and confidence to analyze the relationship quality structure. Troy and Kelly considered the commitment as the third dimension of relationship quality. It can also be said that communications are a set of exchanges that provide knowledge of the common relationship through trust and commitment through several other variables. Recently, customer relationship has been the focus of many researchers and marketing practitioners. Increasing the emphasis on relationship marketing is given to the assumption that building relationships with customers as a result of customer satisfaction, customer references trust and oral advertising of customers. Relationship marketing focuses on exchange marketing with the aim of creating long - term relationships based on trust and mutual communication benefits with valuable customers. It is essential to satisfy the client to build loyalty and communicate with the client. Long - term communication with the client takes place over time.

The satisfaction of customer satisfaction has been observed with reviewing the customer satisfaction as a guarantor of the survival of organizations. The satisfaction of the customer's response to the evaluation of the perceived conflict between expectations and actual performance is. Therefore, customer satisfaction with perceptions of people has a lot of relevance.

What is most relevant to consumer satisfaction and complained of behavior is brand loyalty. Loyalty is an old word that describes an old commitment to a country, family or friends. Loyalty with the word "loyalty to the brand" entered marketing. Can people be loyal to a brand? Oliver defines brand loyalty as a profound commitment to a product or service in the future. A brand that can create customer engagement leads to customer confidence in the decision making process. Brand experience means internal (emotional, affective and cognitive) and behavioral responses to brand drivers. These include design, packaging, brand identity and so on. Brand experience can be positive or negative and more importantly, it has the ability to influence consumer satisfaction and loyalty. The proposed brand experience model has four senses (senses, emotional, behavioral and mental). Each of these dimensions is presented and explained with the help of three sentences which are shown in figure 8 - 1. It is also necessary to note that there is a reverse term in each of these dimensions.

3. RESEARCH METHODOLOGY

The aim of this study is the type of applied research in terms of target classification. The population of this research is customers of SNOWA Company in Tehran. In this paper, simple random sampling method has been used. The sample size is calculated based on the Morgan table which was calculated to ensure that the number of 480 questionnaires was distributed

and 438 questionnaires were imported. The following research has been used to measure the variables of the research variables from the following standard mail:

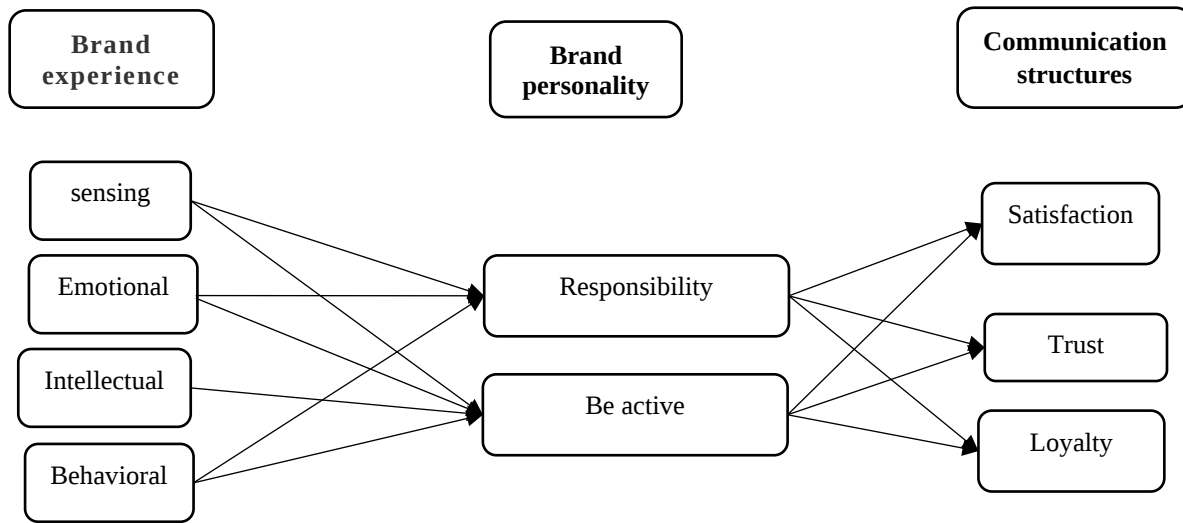


Fig. 1: The conceptual model of research

Based on the conceptual framework, the hypotheses of the research are conceptualized as follows:

Table 1: Values of the operating loads and the reliability and validity indices of the constructs

Average variance	Combined reliability	Cronbach's alpha	Factor load	Items	Structures
0/832	0/937	0/900	0/912	Q1	Sensual
			0/923	Q2	
			0/902	Q3	
0/875	0/933	0/857	0/933	Q4	Emotional
			0/938	Q5	
0/723	0/887	0/814	0/847	Q6	Behavioral
			0/904	Q7	
			0/798	Q8	
0/838	0/912	0/808	0/927	Q9	Intellectual
			0/904	Q10	
0/899	0/947	0/888	0/953	Q11	responsibility
			0/944	Q12	
0/852	0/920	0/828	0/939	Q13	Be active
			0/907	Q14	
0/763	0/906	0/850	0/916	Q15	satisfaction
			0/897	Q16	
			0/802	Q17	
0/749	0/922	0/891	0/916	Q18	trust
			0/896	Q19	
			0/777	Q20	
			0/866	Q21	
0/742	0/896	0/833	0/914	Q22	Loyalty
			0/890	Q23	
			0/774	Q24	

Hypothesis 1: The emotional, emotional, behavioral and intellectual dimensions of brand experiences have a positive effect on brand personality.

Hypothesis 2: The sensory, emotional, behavioral and intellectual dimensions of brand experiences have a positive effect on the brand personality.

Hypothesis 3: Brand personality and active brand personality have a positive effect on customer satisfaction.

Hypothesis 4: Brand personality and active brand personality have a positive effect on customer trust.

Hypothesis 5: Brand personality and active brand personality have a positive influence on customer loyalty.

In this study, in the model test stage, to determine the composite reliability (CR), the results of the confirmation factor analysis and the validity and reliability indices of the model measurement structures are presented in the above table. Diagnostic or divergent validity can measure the ability of a reflection measurement model to differentiate the observed variable of that model with other observations in the model. One of the methods of measurement of this validity is Fornell. According to this criterion, a latent variable, compared with other latent variables, must have greater dispersion among the observed self - observation, so that the latent variable has a strong diagnostic validity. The following table shows the results obtained for the variables of this study.

The above table shows that the structures are completely separate. The main diagonal values for each latent variable are the correlation of that variable with other latent variables in the model.

9	8	7	6	5	4	3	2	1	variable	Row
								0/935	Emotional	1
							0/865	-0/016	the trust	2
						0/923	0/316	0/039	Be active	3
					0/916	0/068	0/088	-0/016	Intellectual	4
				0/912	0/091	0/142	0/275	0/245	Sensual	5
			0/948	0/321	0/163	0/206	0/183	0/274	Responsibility	6
		0/850	0/068	0/017	-0/007	-0/050	-0/086	0/059	Behavioral	7
	0/873	-0/052	0/270	0/219	0/102	0/266	0/351	0/164	Satisfaction	8
0/862	0/850	-0/054	0/253	0/211	0/117	0/300	0/392	0/084	Loyalty	9

4. DATA ANALYSIS METHODS

To analyze the data, descriptive and inferential tests were used. In the descriptive part of the percentage, mean and standard deviation and in the deductive part of the Pearson correlation tests and structural equation are used in the least partial least partial (PLS) method. In order to analyze the research data, SPSS 23 and 19 software's have been used.

4.1 Case study and findings

The population of the study was customers of SNOWA Company in Tehran city. In particular, the descriptive indexes of the variables measured in this section are presented to the descriptive indexes of the research variables. In table (3) these indices are presented.

The standard deviation	Average	Variable
0/865	3/450	Sensual
0/896	3/511	Emotional
0/630	2/07	Behavioral
0/741	2/00	Intellectual
0/867	3/377	responsibility
0/682	3/88	Be active
0/619	3/94	satisfaction
0/584	3/82	the trust
0/577	3/97	Loyalty

4.2 Structural model assessment

When the PLS - SEM model is drawn (the conceptual variables) are represented by the rectangle with the rectangle. The relation between the conceptual variables in the model - SEM model is called the structural model, which is the same as the path model in structural equations, after testing the measurement model it is necessary to provide an internal model that represents the relationship between the conceptual variables of the research. Using structural model, we can investigate the hypotheses of the research.

4.3 Checking model quality

To evaluate the quality of the model, redundancy check indices and determination coefficient are used. Positive numbers indicate the proper quality of the model. The main criterion of structural model evaluation is determination coefficient. This index indicates how many percent of the dependent variable changes are done by the independent variables.

Table 4: Model quality review indices

Redundancy	The coefficient of determination	The dependent variables
0/0778	0.167	Responsibility
0/021	0.026	Be active
0/149	0.119	Satisfaction
0/082	0.115	the trust
0/083	0.128	Loyalty

The above table shows that 7 / 16 % of the change variable changes are predicted by four sensory, emotional, behavioral and thought variables, and 9 / 11 % of the change variable changes, 5 / 11 of the changes of trust, and 12 / 12 of the changes of loyalty variable are predicted by two variables of responsibility and competitiveness. An index of redundancy, the same indicator of acetone. Furthermore, the ability of structural model to predict the method is ignored. When the value of this index exceeds zero, the observed good values are rebuilt and the model is able to predict. In this study, this index is more than zero for all dependent variables.

4.4 Data analysis using structural equations (squares of least squares)

To investigate the conceptual model of the research, PLS-SEM modeling was used. In the graph below, the structural model evaluation is shown:

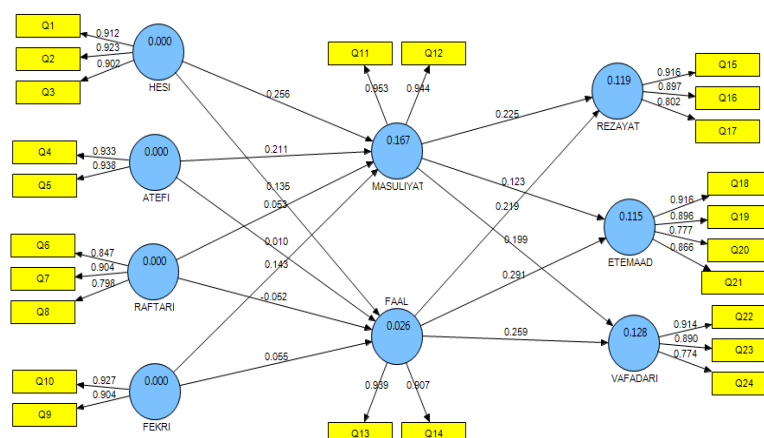


Fig. 2: The first step is the evaluation of the structural model

The path coefficients are in standard mode and their value varies between -1 to +1. The closer the path coefficient to one or the negative is the greater the impact of that path. The standard coefficients of the outer models (operating loads) indicate the validity of the structure. The path coefficients of the outer models vary between 0 and 1. For the reflection models to have good fitting, the operating loads must be more than 0 / 7.

4.5 Research hypotheses

To investigate the hypotheses of the research in the least squares method, a partial least squares method is used which the output of the software is as follows.

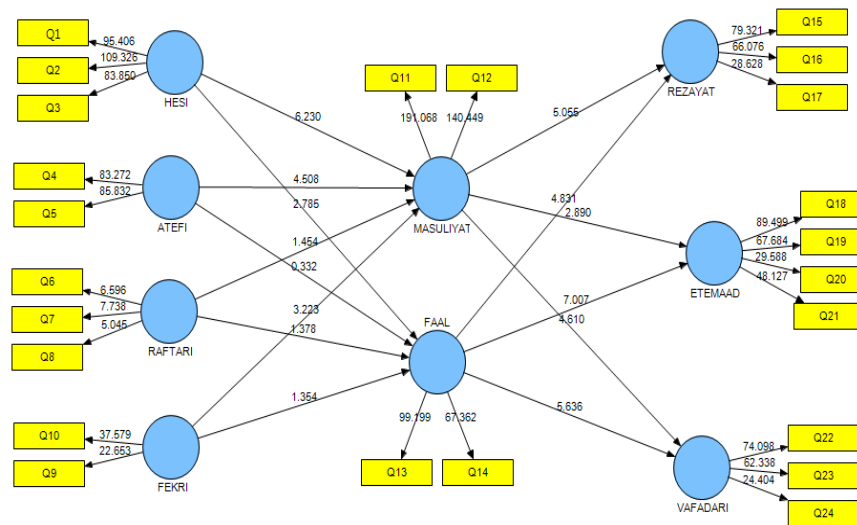


Fig. 3: Testing Hypotheses Using the bootstrap method

Table 5: confirmed and rejected research hypotheses

1	The sensory dimension of brand experiences has a significant effect on the brand personality.	0.256	6.230	0.000	Confirm hypothesis
2	Emotional dimensional brand experience has a positive impact on brand personality	0.211	4.504	0.000	Confirm hypothesis
3	Behavioral Behavior Brand experience has a positive impact on brand personality	0.053	1.452	0.07	Reject the hypothesis
4	The intellectual dimension of brand experiences has a positive impact on brand personality	0.143	3.22	0.001	Confirm hypothesis
5	Sensitive dimensional brand experiences have a positive impact on the brand-active personality	0.136	2.785	0.003	Confirm hypothesis
6	Emotional dimensional brand experiences have a positive effect on the brand-active personality	0.010	0.322	0.370	Reject the hypothesis
7	Behavioral Behavior Brand experiences have a positive effect on the brand-active personality	-0.052	1.378	0.084	Reject the hypothesis
8	The intellectual dimension of brand experiences has a positive effect on the brand's active character	-0.055	1.354	0.088	Reject the hypothesis
9	Brand personality has a positive impact on satisfaction	0.225	5.055	0.000	Confirm hypothesis
10	An active brand personality has a positive effect on satisfaction	0.123	4.831	0.000	Confirm hypothesis
11	Brand personality responsible for trust has a positive impact	0.123	2.890	0.002	Confirm hypothesis
12	An active brand personality has a positive impact on trust	0.291	7.007	0.000	Confirm hypothesis
13	Brand personality responsible for loyalty has a positive impact	0.199	3.610	0.000	Confirm hypothesis
14	An active brand personality has a positive effect on loyalty	0.259	5.636	0.000	Confirm hypothesis

The review of the above table shows that 4 % of the hypotheses proposed are not confirmed at 95 % confidence level (Hypothesis 3. 6. (7 and 8) because of the Student “s t - statistic for these assumptions is lower than 1 / 65 (one sided and

directed assumptions). Other research assumptions are confirmed because of the high statistics of the Student's t - statistic. ($p < .05$)

5. DISCUSSION AND FINDINGS

In relation to the effect of brand experience on brand personality, the following are:

- The results of the structural equation results showed that the effect of brand experience on the dimension of brand personality is positive and significant among consumers of the company's products, which requires a positive assessment of a brand as well as positive feelings in response to brand, experience of that product or service, in other words, a sense of sense should be used to be evaluated by the consumer.
- The results of structural equation showed that the affective dimension of brand experience on the dimension of brand personality is positive and meaningful among consumers. This means that a positive evaluation of a brand and positive feelings in response to that brand is the experience of the product or service. In other words, a product must be understood emotionally to be evaluated by consumption.
- The results of structural equation showed that the behavioral dimension of brand experience among the consumers of the company's productions on the dimension of brand personality is negative and meaningful implying that the behavioral dimension of brand experience did not affect brand personality and consumers did not have any relationship with this dimension of brand experience.
- The results of the structural equation show that the coefficient of the subjective dimension of brand experience among consumers of Snowa company's products is positive and meaningful as it is necessary to positively evaluate a brand as well as positive emotions in response to brand, experience of that product or service, in other words, a commodity must be perceived to be evaluated by the consumer.
- In relation to the impact of the dimensions of brand experience with the brand personality, the following were achieved:
- The results of structural equations show that the sensory dimensional effect of brand experience among the consumers of products of the company is on the positive aspect of the personality's active brand and the need for positive evaluation of a brand as well as positive emotions in response to that brand, the experience of that product or Service is, in other words, a sensory item should be used to be evaluated by the consumer.
- The results of structural equation modeling showed that the effect of affective dimension of brand experience among consumers of Snowa company's products on the dimension of brand personality is negative and meaningless. In this way, the affective dimension of brand experience has no effect on the brand personality and consumers have not yet contacted the brand experience.
- The results of structural equation modeling showed that the effect of the behavioral dimension of brand experience among consumers of Snowa company's products is negative and meaningless, so that the behavioral dimension of brand experience has no effect on the brand personality and consumers have not yet contacted the brand experience.
- The results of structural equation modeling showed that the coefficient of the subjective aspect of brand experience among consumers of Snowa company's products on the dimension of brand personality is negative and meaningless. In this sense, brand experience of brand experience has no effect on the brand personality and consumers have not yet contacted the brand experience.
- Relationship with the effect of personality dimensions on the dimensions of the communication structure is:
- The results of the impact of brand personality after being responsible for the brand personality among the consumers of Snowa Company on the satisfaction of satisfaction of positive and meaningful communication structures, in this way, responsibility of a brand will have a positive and direct effect on the satisfaction of customers. That is, the more responsible business name is the greater the customer satisfaction with that brand name.
- The results of the effect of the effect of brand personality among consumers of Snowa company products on the dimension of satisfaction of positive and meaningful relation structures. If a brand is active, it will have a positive and direct effect on the satisfaction of its customers. That is, the more a brand name is more active and offering more and more diverse goods to choose from, the satisfaction of the customers will be greater than that brand name.
- The results of the impact of brand personality after custom of Snowa products on the trust of positive and meaningful relationship structures, in this way that the responsibility of a brand will have a positive and direct

effect on customers' trust toward that brand. That is, the more responsible the brand, the greater the customers' trust.

- The results of the effect of brand personality after users of Snowa company's products on the dimension of trust structures are positive and meaningful, as a brand will have a positive and direct effect on customers' trust toward the brand. That is, the more a brand name is more active and offering more and more diverse goods to select buyers, customers' trust in that brand will be higher.
- The results of the impact of brand personality after being responsible for the brand personality among consumers of Snowa Company on the basis of loyalty of positive and meaningful relation structures. That is, the more responsible the brand, the more loyalty the customers will be with that brand name.
- The results of the effect of the effect of brand personality among consumers of Snowa company products on the basis of loyalty of positive and meaningful relation structures. The activation of a brand will have a positive and direct effect on the loyalty of its customers. That is, the more a brand name is more active and offering more and more diverse goods to select buyers, customers' loyalty to that brand will be higher.

5.1 Applied suggestions for the statistical community of research

The results of the research are presented with the following suggestions:

The results of the first hypothesis are suggested:

Relative to how the sensory, emotional and intellectual dimensions of brand experience have a positive impact on the responsibility of brand personality: enhancing accountability and carrying out customer - to - customer commitment and commitment to issues and issues related to product - creating customers' clubs to transfer customers' experience to each other - stimulating customers' curiosity.

The results of the second hypothesis are suggested:

Relative to the fact that only the sensory dimension of brand experience has a positive effect on the active role of brand personality: - offering the kinds of goods required by the client - providing consistent goods with all tastes in different generations - offering goods with the packaging and attractive colors to customers.

The results of the third hypothesis are suggested:

As the dimensions of being responsible and active in the brand personality have a positive effect on the satisfaction of customers: - raising the quality of internal goods to customers - providing services after proper selling to customers - to hold a lottery in virtual or television networks.

The results of the fourth hypothesis are suggested:

Because the dimensions of being responsible and active in the brand personality have a positive effect on consumer trust: - The practice of the announced promises of goods or provision of the promised commodities - the presence of the customer relationship management and its being active to increase customer confidence - increasing the quality of goods relative to the same market brands.

The results of the fifth hypothesis are suggested.

Because the dimensions of being responsible and active in the brand personality have a positive effect on customer loyalty: - creating a client club and offering them special services to them - the necessity of special attention to the promises made to customers - increasing the quality of goods over the previous series.

5.2 Conclusion

The aim of this study was to investigate the effect of active brands and responsible brands in relation to brand experience and communication structures (studied: pet appliances of SNOWA. The method of conducting the present research was descriptive and the research design was correlation of the kind of structural equation. The statistical population of this study was customers of SNOWA Company in Tehran, with 438 of them participated in the study. The main result of this research was the positive and significant effect of brand experience on brand personality and the positive effects of brand experience on active brand personality and the positive effect of brand personality on satisfaction and trust. The above research, like other studies, has limitations that are referred to:

One of the limitations of this study we can point to the study which restricts the generalizability of the results. The use of cross - sectional data does not help us to interpret some results. It is therefore recommended that longitudinal studies take place to increase our knowledge in relation to the probable ratio between causes and effect.

Data collection tool in this study was a questionnaire which was considered as a limitation. In this sense, the questionnaire examines the attitude of individuals, not the fact that this can be considered as a constraint.

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