Assumptions of the Character of the Brand in Marketing

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Abstract

Special attention is the consumer brand name and character and the name is an important part of the product. Brand personality can create additional value in the product. The decision to naming and branding is an important part of our strategy for a product forms. In this process, personality of a brand and business to culture, personality dimensions, psychology, and so on is not something consumers are familiar product brands as part of a name, a word, a sign, a symbol, or design, or a combination after all who wants to index specific products and brands and consumers to help it draw a distinction between products and competitors' products. Therefore, in this study, theoretical structure, size and brand management applications and its dominant character in persuading management and the impact on consumers will be discussed. n this paper, after reviewing the assumptions, the theoretical framework and application areas, has been trying to draw a comprehensive picture of the concept of brand personality and finally to the issue of how a company operates in the field can be created in the field and take steps to manage the brand's personality.

Keywords: character building, branding, marketing, consumer, market management.
Introduction

How would you behave? Where does he live? What are you wearing? When speaking or attending a party How? Who to talk or meeting?(Kotler, 2006)

In 2006, Apple first in a series of new advertising your TV for Mac laptops shipped. The ad young man dressed in plain, introduced its Mac (Hi. I'm a Mac). Someone else, a little older, a formal morning suit looked as if the more conservative your PC (PC) was introduced. This was clearly the character differences and capabilities and easily compare the features of each. Zune, shaped like a person completely official, dry and very involved was the introduction of the Mac in human form with peace, was young and far from simple queries. Mac vs. PC character character, An example can be used to display the character of a brand In order to make a difference and stand in front of the other goods in the same class as the product.

In general assumptions, theories and methods borrowed from the field of scientific concept of brand personality psychology, personality and consumer behavior research. In the field of psychology, the concept of brand personality theories relating to the classification derived from human traits of personality in humans. In the field of consumer behavior considerable attention to the brand's personality structure, focused. In this context, attention was focused on how brand personality, one that enables consumers to express themselves pay And imagine an ideal and special aspects of themselves through the use of a particular brand to showcase. (Aaker, 1997)

In fact, that's how brand personality to enable consumers to express themselves through their consumption concept, has always been of interest to researchers in the field of consumer behavior.

1- Basic Assumptions in the Context of Brand Personality

In general, consumer product brand through the use of a special two types of utility and advantage, including physical and functional advantages, and to search for the symbolic advantage. The two types of utility in theoretical and empirical literature is considered. An integrated and coordinated with the search and selection of goods and services, commodity symbolism. This means people may sometimes good to develop the ideas, concepts and meanings of their own to show to others. (John Moon, Michelle Minor, 1388, 17)

One of the basic assumptions in the context of the concept of brand personality is Customers need to establish the identity and express themselves is a key driver for using a particular brand. This is distinct from the physical characteristics and performance of a brand And use of a brand represents the symbolic benefits that it provides to customers. According to Maslow's hierarchy of needs theory, in fact, The concept of brand personality to meet the needs of higher level such as the need to belong, Need to be loved, And the need to appreciate the validity of having. (Rajagopal,2006)

There is also the assumption that if the symbolic advantage through the attribution of human qualities to be expressed as a brand, so the brand is significantly strengthened. ( Heding et. Al,2009) It argued that use of the brand possible Nmadgrayanh Brands because consumers often
receive mixed with human personality traits. Consumers can simply brand names as famous characters and imagine their own personality characteristics associated with them. (Aaker, 1997)

Another basic assumption about the concept of brand personality brand personality and character of bilateral exchanges between the customer. A powerful and attractive brand personality and character associated with the customer, Can trigger powerful emotional connection between effective to create a customer and the brand. In fact, a brand has a certain character is attractive for customers Because as a tool to create and authentication, and he himself goes to work And on the other hand also is valuable for companies Because as a valuable resource for differentiating and positioning As well as a tool to create an emotional relationship with clients is used. According to the interests of consumers a variety of relationships with brands and their living conditions are created. Susan Fournier (1998) despite the bilateral relationship between brand and consumer is discussed. His brand as an active partner in this relationship presents. It also provides a framework for the classification of this relationship. He states that the consumer can express the brand for independence, identity and feeling good about themselves use. In his view, some of the types of relationships that a person can have with a product are:

- Connection of your concept:
  
  Product helps to establish the identity of users.

- Connection of nostalgia:

  Product establishes a link with the past.

- Intermediate attachment:

  Product is part of the daily routine.

- Love:

  Product bond, enthusiasm, passion and other emotions to the viewers.

His fifteen-shaped relationship between the consumer and the brand is suggested that:

  Wedding set, Casual friendships, Easy marriage, Company committed, Best friend, Friendship divided, Family Connections, Relationships based on avoidance, Children's friendships, Matchmaking, Dependence, Challenges, Hostilities, Covert Affairs And slaves.

In fact, the concept of brand personality states that can be a powerful emotional relationship between the brand and its customers. The customer relationship is based on the use of brand personality In order to create and express the inner self and the outer self and your character is The bilateral relationship between the two sides on symbolic exchange of benefits, takes shape.
As shown in Exhibit 1 is the basic structure of the interaction of the three concepts of the human personality brand personality, brand personality and self-expression as well as clients.

Profile 1: brand personality structure

2- Theoretical Foundations of the Concept of Brand Personality

In general, the concept of brand personality around three concepts and fundamental basis of the concept of personality, self-consumption, and proportionality and congruence between brand personality and customer self is formed. The following outlines each of these concepts will be discussed:

2-1. The concept of character

In psychology, the whole character of what is defined as a means of self reacts against others or the means of mutual relations. In fact, the character that can be considered as a model in response to situations Mtfavnt people through environmental show, divided.

In the field of personality psychology seeks to provide a framework that human beings can be classified on the basis of their character. The framework of people based on personality differences arising from the special features are the definition of personality. The topic of human existence in features within the same personality traits considered to be caused by the behavior in a variety of predictable and descriptions. These features can be used with adjectives such as regular, talkative, responsible and described. Several different patterns in terms of classification is based on the character. One of the most common indicators by which personal characteristics of the Myers-Briggs Indicator is set. The questionnaire included 100 questions according to the answers that it gives a person can be extroverted or introverted him, people or intuitive
reasoning, people thought or feeling, and strong-willed or weak-kneed called Based on the 16 personality types described. (Robbins, 1388, 141) Although the Myers-Briggs Type Indicator confirm that it is based on no evidence but based on five main factors personality test pattern can not be such a claim. Basically, this model is called "Big 5" is known. (Robbins, 1388, 142) This model has several attributes about people in the five dimensions of personality integration. The five dimensions are:

Extroverted, conformist, emotionally stable (neurosis), task-oriented, and experimenting.

As noted in Table 1, extroversion and positive affect expression of the intention to socialize with others. Compromise includes features such as reliability, honesty and empathy. Conscientiousness with features such as accountability, effectiveness and reliability joined in the pursuit of success is mixed. Emotional stability refers to the adaptability and emotional stability and at the end of experimenting, with a desire to experience new emotions and related activities. Of course, this assumes stable dimensions over time.

<table>
<thead>
<tr>
<th>Latent characteristics: Behavior and Features</th>
<th>Personality dimensions</th>
<th>The dominant characteristics: behavior and Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiet, taciturn, withdrawn, shy</td>
<td>Extroverted</td>
<td>Talkative, active, energetic</td>
</tr>
<tr>
<td>Faultfinding, cold, unfriendly,</td>
<td>Opportunist</td>
<td>Compassionate, kind, grateful, hot blood, the womb</td>
</tr>
<tr>
<td>aggressive, cruel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Careless, chaotic, frivolous,</td>
<td>Task-oriented</td>
<td>Regular, full-oriented, efficient, responsible</td>
</tr>
<tr>
<td>irresponsible, careless</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nervous and excited, anxious, grumpy,</td>
<td>Emotional stability</td>
<td>Stable, peaceful, contented, non-emotional</td>
</tr>
<tr>
<td>worried</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vulgar, limited interests, naive,</td>
<td>Experimenting</td>
<td>Wide interests, has the power of imagination, clever, original, intellectual</td>
</tr>
<tr>
<td>shallow, low-interest of intelligence</td>
<td></td>
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</tbody>
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Table 1: Characteristics of personality dimensions in the pattern 5 Great Features


Since brand names such persons are described with certain traits, It seems the approach used in psychology to figure a good way to describe the features of a brand in terms of customer perception.
2-2. The concept of consumer self

The specific meanings ascribed to his property because it is part of your assets to consider. Meaning that consumers ascribe to their property key to consumption patterns and motivational stimuli for consumption is Nmadgrayanh.

Studies have confirmed that the relationship between trade names used and consumers get what they are or in other words their feelings than their own. (Heding et Al,2009) According to Black (1988), one of the pioneers of self-concept has been theorizing about "All that a person can explain about himself, only of the body or not his physical strength, but also his clothes, home his wife and children, fathers and friends, fame and career, she also gets land and bank account ".

The concept of the self as a useful tool for understanding and explaining consumer behavior in choosing a brand name used. This concept raises the presumption that consumers prefer products or brand names that are very similar to the image itself or like that image that they have of their own interest. (Usakli And Baloglu,2010)

In the modern theory of self, material possessions as a subject considered to be connected with identity. According to Black (1988), "seems inescapable fact of modern life that we learn, define, and remember what we do with our assets ... my feeling our accumulated assets than ever and tells us who we are, where we came from, and where we are going ".

Regardless of the use of assets to improve how people feel about themselves, the consumers of their assets in order to self-expression they use against others. As shown in Exhibit No. 2. The structure of the self, is a complex structure. Can be structured in two levels themselves have stated. At the individual level because of the symbolic importance for consumers in relation to building and maintaining what they themselves think, Products are used in some papers as independent or self-referred individuals. At another level, which is the social level, Consumer goods in order to express themselves against others which are used in some articles as his own, or social establishment is named. Independent into three categories: the true self, your own ideal and desirable split. The real is what there But what is favorable to the consumer tends to be And eventually cause the customer's perception of what he considers ideal.
Index number 2: the consumer himself

Various brand names are associated in different ways with the consumer himself. They can by stimulating their "optimal" incentive to provide consumers achieve their objectives, which can satisfy the needs of individual self-expression as well as of society. It can be seen as a means of communicating with a person's past life so that individual symbols of success, There perspective of the individual, or represents a change in their lives count. (Heding et Al, 2009)

2-3. The concept of self consumer brand consistency

When the request for use of a product brand that personality is ascribed to it arises, Consumers are inevitably involved the question whether the brand identity fits with the image that customers have of themselves? This comparison process, rooted in the concept of social identity that branch of study in the field of psychology.

The basic premise of the concept of congruency with the self that is The degree of congruence and proportionality between brand and customer self increase the chance occurrence of purchase goes up. (Usakli And Baloglu, 2010)In fact, some consumer behavior through the process of comparison between the perception of the self (the real person, ideal, desirable, or social) brand personality does is predictable Because he tends to selected product near what the character thinks about is himself. As mentioned earlier, the consumer may use a brand wants individual self expression; It is possible suitor expressed his social self is the expression of their social background, Without intermediaries may wish to display the group to which he belongs And with the hopes and dreams to realize through the use of a particular brand. In fact, the use of a
brand to consumers in both individual and societal level can be analyzed. At the individual level consumers looking to create a special and independent identity for himself and for the creation of a distinction than others And at the social level Look the person seeking the views of their social affiliations with groups that one tends to be attributed to them.

In each of the cases mentioned brand personality fit with one aspect of the individual self. Part of the selection process Nmadgrayanh consumption is associated with the concept. In fact, do not have to always be proportionate brand with a real person, Sometimes these fit with your ideal and the ideal is that the selection of a brand by the consumer. (Heding et Al, 2009)

3- Brand Personality

Brand personality is the set of human traits that are associated with a brand. (Aaker, 1997) It is assumed that the characteristics associated with the brand, stable, distinct, and are stable. Another definition Cutler (2006) brand personality as a special blend of human characteristics that may be attributed to a particular brand has stated. However, the brand's personality is influenced by the interaction between the two main factors. One is what the company is trying to offer the product as a character assigned to your brand, And other customer perception towards the personality of a brand is not that the two are not necessarily always the same.

According to Rdfn (1982), "No way this is not far-fetched when you are driving on the road Venice gasoline your car running while the vehicle is moving stork staff, To implore that if we could just go a little further, is nearby petrol station ". Several different research this topic to better understand a brand image can be used metaphor for the brand's personality has been approved But before presenting a paper titled "Dimensions of Brand" by Jennifer Aaker string writing income (19997), there was no consensus on how to classify it. (Caprara, et al, 1997) This article would establish a new movement in this area. Could also Innovative theoretical and methodological framework in the context of the concept of brand personality supply Its validity was confirmed by many studies.

Aker classified using the theoretical framework of human personality traits in the field of psychology focus on the How this framework can be used for classification brand personality. His extensive research to identify personality traits that people associate with the brand names they did. In this paper dimensions under 114 characters to describe the features examined 37 different brand of Ed And by classifying the features and inspired by the pattern "Big Five" in the field of human personality in the field of psychology, As shown in Table 2 of "Big Five" in the field of brand personality, was introduced. Subsequent research, which was performed after It confirmed that the model not only in the United States but also in other Western cultures also pertain consumers But in Asian and Latin culture status of these different dimensions. (Aaker et al, 2001; Sung and Tinkham, 2005)
The dominant characteristics: behavior and Features | Brand personality dimensions
---|---
Insignificant and intimate, honest, friendly, good-natured, family-oriented | cordiality
Young, enthusiastic, courageous, independent, lively, has the power to imagine, to day | Passion and excitement
Reliability, smart, success | Competency
Upper-class, glamorous | Seduction
People Being outside, hot | Tenacity

Table 2: dimensions of brand personality in the "Big 5"

In this model, for example, trade names, Polo has a personality dimension "tough", MTV has the character "passion and excitement", CNN has the "merit", and Kmbtz has a personality dimension of intimacy, were introduced . (Kotler, 2006) Brand names such as Ford, Hallmark, and Coca-Cola, for example, the character "intimate" in the proposed by Aaker (1997), who are trying to portray a warm-hearted character. After intimate personality, to create long-term relationships with the right customers is a brand, which is formed on the basis of mutual trust. After intimate personality, nature has features such as a warm, family-oriented, as is traditional. Commercial customers expect from these names trusting behavior that is appropriate to establish a long-term relationship is powerful. The brand names of the characters "passion and excitement" features such as the young and energetic to be themselves. They are usually younger audience, seeking to make a difference with the leaders of the market are stabilized. Brand names such as Virgin, MTV, and Pepsi are examples of this personality dimension.

Ideally, you can open any after stranding the properties and behavior of a brand imagine. As mentioned earlier, the concept of brand personality of interaction between the two views the manufacturer of the product, and consumers are formed. From the perspective of consumers, by exploring the personality of a brand in terms of what customers associate with a brand determined And from the perspective of the company, it would be based on the analysis of product-related features such as name, symbol, style, presentation, price, distribution, and ... sure. But regardless of the specific characteristics of a product, brand personality could also reflects the values of symbolic and emotional connection between a brand and its consumers will also be considered.

4- Management uses the Concept of Brand Personality

According to the research, it was shown that the relationship consumers have with the brand personality dimension "intimate", are strengthened over time because it features family-oriented,
good-natured and intimacy that are characteristic of the intimate character of consolidation and improving the relationship between brand and consumer are positively related. To see relations with brand names included in the passion and excitement based on the model of the "Big 5" Aaker (1997) are not a lot of continuity, because the characteristics of youth, enthusiasm, and independence that characterized brands species is also attractive but on the other hand, by strengthening and growth of the relationship, and negatively correlated. (Aaker et al, 2004) The betrayal of the relationship with brand names with the character "passion and excitement", does not necessarily lead to rupture of the relationship and the potential return is high. (Aaker et al, 2004)

A powerful and consistent brand personality can lead customers to use because the person feels that reflects the brand's personality and memories of his character, If the properties and behavior of brand marketing activities of the brand or the consumer perception of brand personality is unlike, allowing consumers to simply abandon the brand, because they will not give credit for brand personality. Hence the brand personality can be created in the image to customers, advertising and many other related fields of product management and brand be used.

The first and most important task of brand managers in the context of the concept of brand personality Understanding the mechanisms of how a consumer of a brand and Use it to determine the character of the brand In order to provide value to consumers and build relationships with established. Attributing a personality to a brand properly, It can strengthen the relationship and interaction between consumer and brand personality lead themselves. In fact, the effectiveness and success in creating a character for the brand due to the fact that the director be able to mingle with the characters attractive brand, and is associated with consumer himself. This requires a coherent character through a series of extensive brand management activities in the context of the definition and communication of all the properties and behavior of a brand. It also requires deep attention to customer pioneer As well as target customers, As mentioned, because the brand's personality is formed in interaction between consumers and brands.

Ideal for brand managers to shape and character creation, you can use direct and indirect sources. Direct sources of brand personality, consisting of a set of human characteristics that brand via regular customers, employees, managers, and acknowledged and praised participants are reminded that brand. These properties can be essentially symbolic, as their seductive nature or related to demographic characteristics such as age, social class, and so on. For example, if a brand personality that blends with the character managers or employees Two young brand such as character, rough and looks. In front of all the decisions taken about physics, performance and tangible aspects of a product such as price, appearance, distribution, and promotion, etc. are experienced by consumers, affecting the brand personality is considered indirect sources are.

In this regard, headings, Kantzn, and the exception (2009), Five stages to the creation and development of brand personality recommend that these steps are:

1. Determine the character: to determine the dimensions of the character and personality characteristics that are ultimately reflected in the behavior of the brand.
2. Make the charm: Ensure that the character is attractive to consumers. For this purpose, brand personality should be based on analyzing the symbolic attributes of the brand customers what they expect to be drafted.

3. Identifying target groups: Ensuring that consumers have proper life choices and to have the intended purpose, For special customers a brand can influence customers' perception of the future of the brand's personality.

4. Align our brand personality and character: Which aspect of the customer's own brand proportionate and consistent brand character based on it.

5. Develop a policy for communication: In order to introduce the brand personality dimensions, it is important that effective communication policy in order to support and develop the brand personality exist.

Conclusion

The answer to the question of why and how people show interest in a particular brand personality and brand of their choice, Can be used as a powerful tool in the hands of brand managers, to create and increase brand value and be seen. In recent years, understand the reasons for the appeal of the brand's personality to customers, one of the researchers in the research areas of interest are consumer behavior. The fact that consumers often automatically attributed to the brand personality, is a basic representation about taking Nmadgrayan.

Today, attractive and powerful for a brand personality dimensions as a strategic tool to establish long-term relationship with consumers is known. Such a character for the brand needed to create an awareness on the structure and shape of the concept. The concept of brand personality borrowed from the field of psychology and consumer behavior studies. The theoretical foundation of this concept is based on three theories of personality, theories of self-perception and self congruence with the character is formed. The degree of congruence and proportionality between brand and customer self increase the chance occurrence of purchase goes up. In this case can be an intimate relationship between the customer and the brand waited. The first and most important task in the context of the concept of brand managers understand the mechanism of how a consumer brand personality and create a relationship with them is effective. In this context favorable to shape and character creation for the brand, direct and indirect resources at their disposal. Direct resources include a set of human characteristics that brand through regular clients, employees, managers and participants acknowledged and praised it evokes the brand. Indirect sources also included all decisions about physics, performance and tangible aspects of a product such as price, appearance, distribution, and promotion and that will be experienced by consumers. In this regard, according to what was examined in this study Brand managers do not necessarily use the concept of brand personality as a powerful tool for creating effective and affective relationship with consumers is more than ever before.
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