

The impact of brand personality on the willingness of the audience to buy

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ABSTRACT

Nowadays, attracting and maintaining the customer and persuading them to buy are one of the most important factors in the survival of a brand. To convince a customer to buy, it is necessary for the customer to feel the similarity between themselves and the brand personality. This similarity gives the customer a sense of being one with brand personality. This makes it possible to select a brand over other existing brands.

1. Introduction

Today, the brand personality, like capital, is worthwhile for its organization and its products, so promoting brand personalities has, in many cases, become their strategy. For consumers, the brand personality represents the foundation of a safe and desirable choice. Proper brand personality management is very effective in achieving goals such as customer loyalty, and profitability. (Springton and Waldorf, 2006)

Not paying attention to the strong and efficient brand personality, domestic companies have become more difficult to maintain their customers, they cannot keep their customers and they are not affected by the strong brand personality of the company's profitability. The lack of proper understanding of brand power and the psychological impact of brand personality as the core and the closest variable in customer purchasing decisions have caused different industries and organizations not to focus on promoting and expanding brand personalities or strategies to promote them.

Brand personality means attributing human traits to brand. It's happening over time - and not just at the same time, with short-term and non-promotional advertising. In fact, by attributing unconsciously these attributes to the brand, the audience, in their minds identify a brand from competitors, performs a personality categorization, and marketers and brand developers sometimes reinforce and develop these traits by creating and sometimes linking the audience of the brand. When brand personality features are in the minds of audiences and customers, brand personality will have a significant impact on the type of relationship, their behavior and tendency to buy and reuse the brand, and the brand personality is a factor in analyzing the respondent's response to marketing and advertising communications.

A positive brand personality has important implications, including boosting customer preferences, increasing emotions

and emotional relationship with the brand, raising the level of trust and customer satisfaction, improving perceived value, willingness to buy, and ultimately brand loyalty. As a result of establishing a defined relationship between the audience and brand personality, the desire to buy a particular brand increases and the desire for other brands decreases. Unique brand personality in the minds of customers will have an indispensable distinction, and will lead to constant brand advocacy and rejection of other brands. Jennifer Aaker, the important developer of this concept, has identified brand identity as one of the main dimensions of brand personality, and as one of the most important factors influencing the buying decision of the audience.

In the classic and authoritative model of the personality of Jennifer Aaker (1996), five main dimensions of the brand's character include honesty (or intimacy), excitement, competence (or merit), sophistication, and power. These attributes and brand personality dimensions have a meaningful effect on the perceived value of the brand by the audience, and thus the tendency to purchase and brand loyalty.

The decision to purchase a product or service can be described in a variety of ways. This process can include the following steps: Although these steps have been widely accepted, there may be some changes, depending on the decision maker's characteristics and the nature of the problem.

The problem: Awareness of the problem or problem that can be solved by purchasing a product or service.

Searching for information: Performing a search to collect the necessary information for the purchase of a product or service.

Assessment of Alternatives: Use of Collected Information to evaluate Purchasing Options

Purchase decision: Select an option to buy.

Post-Purchase Behavior: Performing More Actions After Purchasing Based on Satisfaction with Purchase (DAC, 2008)

The customer and support of his needs and demands are the core of all the actions and developments, and the increasing competition in recent years has highlighted the role of the customer and its core value. In this way, the brand's position in the minds of customers and its role in purchasing tendencies has become very important.

2. Background Study

The need to study consumer behavior is becoming increasingly important. The market, places the consumer in a prominent position. Therefore, the adoption of developed marketing strategies, marketing mix, and other marketing programs among consumers strongly depend on the ability of companies to properly identify consumer needs and expectations, as well as to identify individual factors and stimuli affecting consumers when buying products to achieve their own satisfaction. (Kurajdova K., and Tábořecká-Petrovicova J. 2015)

Brand serves as a tool for companies to provide a product or service with a consistent quality image that ensures consumer-friendly repeatability. The selection of a product by the consumer is influenced by many factors. Although the successor products may equally be satisfactory, but when the consumer is satisfied with brand, he does not want to spend extra effort to evaluate other substitutes. When the consumer likes a particular brand, the desire to continue consuming That product, unless there is a significant increase in the price of the product or better quality is seen in other products, in which case the consumer will change the brand. Companies spend a lot of time in determining the brand. As a result, they need to have an accurate assessment of consumer purchasing behavior (Lamba B. 2012) Studies have shown that many factors influence consumer choice by choosing a brand (Chuanova et al. 2015) "The high quality of products, national pride, the support of the Slovak economy, the protection of domestic producers, were the reasons for the purchase of Slovak brands." (Isik A., and Yasar M.F. 2015)

The name of the product brand was found to affect the consumer preferences (Rizvan et al., 2014) Brand trust and brand affiliation are considered to affect the decision to buy branded products. (Fianto et al. 2015) The role of brand image on consumer buying behavior was important (Hossein Eranzadeh et al., 2014) Brand integrity, pricing factors, brand features, product performance characteristics, brand affiliation and brand positioning on brand preferences. (Hess et al. 2014) Believe that packaging quality plays an important role in consumer satisfaction and the consumption of brand products by them. (Castroia and Gale 2013)

Genuineness, free from harmful chemicals and flavor of the most important factors affecting propensity to buy rice and sugar as their branded. In the study of brand image and advertising, they have a positive and significant effect on the purchase of branded products. (Malick et al. 2013) In the meantime, some scholars such as (Ten Dashti Shahrokh et al.,

2012), (Sintamranga and Romofu 2015), (Unityeigh et al., 2013) have analyzed the role of psychological effects and attitudes towards the selection and purchase of different products.

The attitude is defined as the desire for constant behavior in the desired or unfavorable direction in relation to an assumed object (Schiffman L.G., and Kanuk L.L. 2007) According to the theory of value-expectation, the individual's attitude derives from his values and beliefs (Ajzen I., and Fishbein M. 2008) the individual's attitude is, in fact, the sum his prominent beliefs about the properties of objects or verbs.

One of the studies that used this method is the study (Hissau et al., 2016) who, using a qualitative phase comparative analysis, examined the environmental characteristics of the restaurant's location and the personal characteristics of the consumer on his feelings about the restaurant's service effect It puts considerable emphasis on effective customer satisfaction and satisfaction.

(Navarro et al., 2016) also used this method to examine the relationship between value creation variables and customer satisfaction with hot water services, and identified possible combinations of value-creating variables that lead to customer satisfaction.

(Zass-Meral et al., 2016) tried to identify the factors explaining the success of marketing organic products in online social networks by applying a qualitative phase analysis, and concluded that human resource capabilities, the intensity of corporate activities in the social network and experience Enterprises in virtual networks are key factors in the success of online social networks. (ARENA and HIDGO, 2016) analyzed phase qualitative comparative analysis of the relationship between the variables affecting customer loyalty to online shopping in e-commerce and evaluated the positive emotions and satisfaction of service improvement.

(Teth et al., 2016) also used this method to find combinations that lead to the attractiveness of customer relationships with firms, and concluded that the financial benefits of all combinations that lead to low or high attractiveness of consumer. (Chipman & Connocke, 2000) stated that buying intent is an indicator of the likelihood of a consumer purchasing a product, and the higher the purchase is reported, the higher the probability of buying. It is important to recognize and identify the customer's intention to buy. Because the actual behavior of customers can usually be detected by their intent.

3. Methodology

This research is based on library studies. Information obtained from the study of multiple articles and secondary sources such as websites, books, etc, then the information was logically sorted. The findings was extracted from the classified information and analyzed by Logical reasoning.

4. Findings

The findings from the studies are as follows:

- Honesty, excitement and competence point to the personality traits of the human person and lead to the

proximity of the audience to the brand and it is reason for the strength of the desire of individuals. In fact, the audience searches for its attributes and desirable features and buying that brand, it helps them to has the characteristics of the brand and as if the attributes of the brand help to identify the group of people with that same type of personality.

- For each of these general dimensions of the character, 15 sub-categories are described as follows:
 1. Integrity and integrity include: realism, honesty, usefulness and admiration.
 2. Excitement includes: Being creative, energetic, creative and modern.
 3. competency include: Reliable, Intelligent, and Successful.
 4. Experiences include: Classroom and Attractive
 5. Powerful: Strong and Robust.
- These brand personality dimensions have a meaningful and tangible effect on the perceived value of the audience. Brand-oriented characters with a personality based on the dimensions mentioned above find a personal relationship and choose it as a tool to create their desired values. With that brand, they characterize themselves and vice versa. Common brand and audience values, aspirations and desirable features are both consistent and grow together.

- It can be inferred that brand recognition by brand customers that resembles personal characteristics of a person indicates the closeness of the psychological aspects and emotional characteristics of individuals. Brand is influenced by the ways mentioned in consumer decision making. Brands can have a two-way relationship with their consumers. This personal affiliation brings both the brand and the audience to personality and identity.

5. Conclusion

The brand person's idea is a response to the tendency and attention of contemporary society to the value of human and personal communication. After the industrial period and the separation of humans from each other, getting consumer's attention is not only possible due to the presentation of a series of unrealistic features of a product, regardless of the interests and personality of the individuals.

The human and social relationships in today business are very important, and making a personality of a brand that has human aspects and emotional relationships with humans is an important factor in choosing and buying a brand.

Accordingly, and in accordance with the hierarchy of the needs of the Maslow pyramid, brands are trying to develop products that, in addition to meeting the basic needs, will meet the needs of the sense of individuality, affection, trust and self-fulfillment in the audience. However, brand creation should always be created along with shaping and fixing the personality dimensions to keep him alive and dynamic

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