Relationship between Brand Personality, Attitude and Commitment to Brand Name (Case study: Dairy Industry of Iran)

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Abstract
The present study was conducted with the aim of exploring the relationship of brand personality with attitude and commitment to brand name in Dairy Industry of Iran. For this purpose, 385 consumers of Dairy Industry of Iran were selected by using simple random sampling method and completed the questionnaire adopted from Ambroise et al. (2005). In the end, data collected from research questionnaires were analyzed by two variable linear regression test and multilevel/hierarchical regression. The results indicate that brand personality has a significant relationship with attitude toward brand name in dairy industry of Iran. Brand personality has a significant relationship with commitment to brand name in diary industry of Iran. Attitude to brand name has a significant relationship with commitment to brand name in Dairy Industry of Iran. Level of attachment has an effective role in the relationship between brand personality with attitude toward brand name in Dairy Industry of Iran. Finally, level of attachment has an effective role on the relationship of brand personality with commitment to brand name in Dairy Industry of Iran.

Keywords: brand personality, attitude toward brand name, commitment to brand name, Dairy Industry of Iran

Introduction
In today's business world that competition between companies is so much close and every company tries to provide its goods or services in a way that will not left behind from other competitors, paying attention to other factors influencing and affecting customers' selection has a special importance. One of the main effective factors on customer selection is customer's mental image from a certain brand. Brand name or brand is one of the intangible assets of every company that can play a major role in the growth and development of its profitability potential in long term. Especially, considering the fact that certain patent laws apply to a brand (Ghosh & Goutam, 2004).

In fact, brand act as a legal boundary that the product manufacturer or service provider can invest in it. In addition to the fact that branding and using brand can facilitate consumer's decision-making and can act as a basis for creating loyalty toward the company. In general, a brand can play so many important roles: it distinguishes a product or service, can connect and communicate with the consumer and can act as a legal boundary in which manufacturer can invest. a good brand gives satisfaction and confidence to customers and employees and can increase market awareness of new products, can expedite the introduction of products to markets and finally can lead to increased market share (Davis & Dunn, 2002).

As per the definition provided by Philip Kotler and Marketing Association of America, brand refers to a name, phrase or term, symbol, sign, design or a combination of these that tier aim is to introduce a good or service that a seller or a group of sellers are providing and in this way can distinguishes its goods or services (Biedenbach & Marell, 2010). Brand can play a range of important roles including from distinguishing a good or service to connecting and communicating...
with customers and creating market awareness and increasing market share. However, the factor which affects customer's selection or in other words, the success of the brand of a company is in fact the very mental image of the customer. During last two decades, this topic has attracted the attention of so many scholars in the field of consumer behavior that how people choose between different brands for describing their personality ideals. Basically, humans for understanding their surrounding world and also communicating and connecting with people around them use metaphors that one of these metaphors is personification. We always try to attribute human traits to inanimate beings with the use of personification for evaluating and describing them (Aaker & McLoughlin, 2007).

Scholars and researchers believe that customers attribute many various personality traits and features to products, leading to the introduction of a new topic as brand personality. Brand personality, in fact, refers to all the human characteristics and traits that we attribute to brands. On this basis, it is possible that positive traits will be attributed to some brands such as smart, punctual, loyal, funny, exciting and so on and negative traits would be attributed to some other brands such as bad taste, rude, trickster and the like. Aaker (1997) has considered five principles for brand personality including intimacy, Enthusiasm, exciting, merit, charm, strength. Various studies have shown that the more the harmony between individuals personality traits and brand, the more probability of selection of that brand by individuals. Aaker (1997) considers brand personality as the copestone and the closest variable in customer's decision making at the time of purchase. Considering the above as well as the effective factors on today's business world which considers a special importance for customers, it is necessary that every organization take benefit of brand personality concept for a deeper recognition and underrating of its consumers and explores it in the mind of its customers.

Hence, considering the importance of the above mentioned and also taking note of the diversity of dairy products, so far no study has been conducted in dairy industry of Iran with regards to the relationship of brand personality with attitude and commitment toward brand. To this end, the aim of the present study is to study the relationship of brand personality with attitude and commitment to brand in dairy industry of Iran.

![Figure 1: Research conceptual model](http://www.european-science.com)
Methodology
The present study is an applied research in terms of goal, in terms of data collection method it is a descriptive study and in terms of conduction method is a survey study type.

Statistical population and sample
The statistical population of the present study includes all the consumers of Diary Industry of Iran. In order to select the individuals in research sample, due to homogeneity of existing units in statistical population, simple random method was used. In other words, in this method, all the members in statistical population have a specific and equal probability for being selected as one of the participants. The number of sample individuals calculated by this method is 385 individuals, who were considered as the basis for study and analysis.

Instrument of the study
For studying the goals of the present study, a questionnaire was prepared on the basis of standard model of Ambroise et al. (2005). This questionnaire was developed for measuring the goals related to exploring the relationship of brand personality with attitude and commitment toward brand in Dairy Industry of Iran in five-point Likert's scale (very low to very high). Content validity of this questionnaire was confirmed by three of the experts and professors in this field and its reliability was also tested by using Cronbach's alpha test which is equal to 0.93 for the whole questionnaire that this value indicates a good reliability of the research instrument.

Research findings
Findings of the present study indicate that 63.9% of the individuals in research sample are female and 36.1% are male that from these, 64.9% have bachelor degree and lower, 31.4% have master degree and 5.7% have PhD degree.

For studying research hypotheses, first, we need to prove the normal distribution of research variables that this condition has been studied with the help of Kolmogorov–Smirnov test, the results of which are presented in Table 1.

Table 1: Results of Kolmogorov–Smirnov test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Brand personality</th>
<th>Attitude toward brand</th>
<th>Commitment to brand</th>
<th>Level of attachment to brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kolmogorov–Smirnov value</td>
<td>1.536</td>
<td>2.324</td>
<td>2.143</td>
<td>2.313</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.199</td>
<td>0.014</td>
<td>0.268</td>
<td>0.194</td>
</tr>
</tbody>
</table>

The results of Kolmogorov–Smirnov test indicate that the distribution of research variables is normal and hence, parametric tests were used for research hypothesis testing and analyses. The results of these tests were presented below.

Table 2: Results of relationship between research variables

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>R2 adj.</th>
<th>Beta</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand personality with attitude toward brand</td>
<td>0.12</td>
<td>0.350</td>
<td>53.584</td>
<td>.00</td>
</tr>
<tr>
<td>Brand personality with commitment to brand</td>
<td>0.55</td>
<td>0.740</td>
<td>464.002</td>
<td>.00</td>
</tr>
<tr>
<td>Attitude toward brand with commitment to brand</td>
<td>0.10</td>
<td>0.320</td>
<td>43.712</td>
<td>.00</td>
</tr>
</tbody>
</table>

Results of two variable linear regression test indicate that there is a significant relationship (p<0.01) between brand personality with commitment and attitude toward brand and also, there is a significant relationship (p<0.01) as well between attitude toward brand with commitment to brand.

For studying the role of level of attachment to brand on the relationship between brand personality with attitude toward brand also hierarchical test has been used, the results of which is presented below.
Table 3: General determining factors for hierarchical regression analysis of the role of level of attachment to brand on the relationship between brand personality and attitude to brand

<table>
<thead>
<tr>
<th>Statistical index of regression model</th>
<th>Correlation coefficient</th>
<th>$R^2$</th>
<th>adjusted-$R^2$</th>
<th>F</th>
<th>Sig. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 1</td>
<td>0.350</td>
<td>0.123</td>
<td>0.12</td>
<td>53.584</td>
<td>.000</td>
</tr>
<tr>
<td>Model 2</td>
<td>0.515</td>
<td>0.265</td>
<td>0.26</td>
<td>68.994</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 3 shows that correlation coefficients of models 1 and 2. Correlation coefficient of model 1 is equal to 0.350 and has a significant level of (P=0.000) and correlation coefficient of model 2 is equal to 0.515 and has a significant level of (P=0.000). Also, according to table 3, it can be seen that value of adjusted coefficient of determination of model 1 is equal to 0.12 and this value for model 2 is equal to 0.26.

Table 4: Hierarchical regression coefficient of the role of level of attachment to brand on the relationship of brand personality with attitude to brand

<table>
<thead>
<tr>
<th>Model's statistical index</th>
<th>Variable</th>
<th>Regression coefficients</th>
<th>Standard deviation</th>
<th>Standard beta</th>
<th>T</th>
<th>Sig. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 1</td>
<td>Fixed coefficient</td>
<td>2.550</td>
<td>0.142</td>
<td>17.977</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brand personality</td>
<td>0.315</td>
<td>0.043</td>
<td>0.35</td>
<td>7.320</td>
<td>.000</td>
</tr>
<tr>
<td>Model 2</td>
<td>Fixed coefficient</td>
<td>2.880</td>
<td>0.136</td>
<td>21.254</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brand personality</td>
<td>-0.213</td>
<td>0.073</td>
<td>-0.24</td>
<td>-2.922</td>
<td>0.004</td>
</tr>
<tr>
<td></td>
<td>Personality *level of attachment</td>
<td>0.117</td>
<td>0.014</td>
<td>0.70</td>
<td>8.612</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 4 shows that in model 1, for each unit of increase in level of brand personality, 0.315 unit of increase occurs in attitude toward brand in Dairy Industry of Iran.

By adding two-way interaction (brand personality* level of attachment to brand), table 4 indicates that in model 2, for each level of increase in level of brand personality and level of attachment to brand, 0.117 unit increase is caused in attitude toward brand in Dairy Industry of Iran.

In order to study the role of brand personality on its relationship with commitment to brand, hierarchical regression test was also used. The results can be observed in the following table:

Table 5: Hierarchical regression analysis of general determination of the role of level of attachment to brand on the relationship of brand personality with commitment to brand

<table>
<thead>
<tr>
<th>Statistical index of regression model</th>
<th>Correlation coefficient</th>
<th>$R^2$</th>
<th>Adjusted R2</th>
<th>F</th>
<th>Sig. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 1</td>
<td>0.740</td>
<td>0.548</td>
<td>0.55</td>
<td>464.002</td>
<td>.000</td>
</tr>
<tr>
<td>Model 2</td>
<td>0.759</td>
<td>0.576</td>
<td>0.57</td>
<td>259.501</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 5 indicates the correlation coefficient of model 1 and 2. Correlation coefficient of model 1 is equal to 0.740 and has a significance level of (P=0.000) and correlation coefficient of model 2 is equal to 0.759 and has a significance level of (P=0.000). Also, considering the results of hierarchical regression test, adjusted coefficient of determination for model 1 is equal to 0.55 and for model 2 this value is equal to 0.57.

Table 6 shows that in model 1, for each unit of increase in the level of brand personality, 0.603 unit of increase is caused in commitment to brand in Dairy Industry of Iran. Also, with adding two-way interaction (brand personality * level of attachment to brand), table 6 shows that in model 2, for each unit of increase in level of brand personality and level of attachment to brand, 0.047 unit of increase is caused in commitment to brand in Dairy Industry of Iran.
Table 6: Regression coefficient of hierarchical regression of the role of level of attachment to brand on relationship of brand personality with commitment to brand

<table>
<thead>
<tr>
<th>Statistical index of model</th>
<th>Variable</th>
<th>Regression coefficients</th>
<th>Standard error</th>
<th>Standard beta</th>
<th>T</th>
<th>Sig. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 1</td>
<td>Fixed coefficient</td>
<td>1.581</td>
<td>0.092</td>
<td></td>
<td>17.141</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Brand personality</td>
<td>0.603</td>
<td>0.028</td>
<td>0.740</td>
<td>21.541</td>
<td>.000</td>
</tr>
<tr>
<td>Model 2</td>
<td>Fixed coefficient</td>
<td>1.714</td>
<td>0.093</td>
<td></td>
<td>18.383</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Brand personality</td>
<td>0.390</td>
<td>0.050</td>
<td>0.479</td>
<td>7.776</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Personality * level of attachment</td>
<td>0.047</td>
<td>0.009</td>
<td>0.311</td>
<td>5.042</td>
<td>.000</td>
</tr>
</tbody>
</table>

Conclusion

Regarding the importance of brands, brand names would have been carved on products such as brick (Balmer & Gray, 2003). Also, trade unions in the Middle Ages in Europe, were using brand name for assuring customers and providing legal support for manufacturers. Brand helps buyer though several ways. Brand helps the customer to identify products, which are perceived as useful for him. Also, it can provide buyer with useful information about the quality of product. A buyer who always purchases a product with a certain brand name and symbol knows very well that whenever he will purchase these products, they will have certain features, benefits and quality (Greyser et al., 2006). On the other hand, brand has a number of advantages for the seller as well because it can be used as a basis for the seller to tell stories about specific features of a product. Brand of the seller company protects the unique feature of that product legally because, otherwise, competitor companies will introduce a second version of the same product to market (Kotler, 2005).

For a potential customer, a brand is an important guide. Brand like money facilitates trades. Customers become confused when they face with a collection of products that cannot communicate with them or products that hardly they can read anything out of them or assess their function in a glance. Brands and prices facilitate the role of producers in terms of their perception by customers and solving their confusion. The price of a product assesses its monetary value. A Brand introduces a product to customers and reveals its distinguished aspects: Functional value, palatability or recreational value and symbolic value act as a reflection of self-concept of buyer (Ranjbarian et al., 2013).

Brands are critical and vital to business exchanges. For example, at the time of facing with hundreds of personal computers (PC), a buyer can make use of brands for organizing his selection and decision-making and search for those products that their brands meet his expectations, needs and ideals (Kapferer, 2006).

A successful brand can be the most valuable source of a company. In fact, brands are a tool for determining design, quality, credibility and value. Today, products with brand have replaced goods. This will shorten the decision making process of purchase. A brand can convey a positive or negative message about a product to customer (Kim and Chang, 2005).

Today, so many organizations have believed that brand name and symbol is one of their most valuable assets. A strong brand creates value for both customers and organizations. Brand names and symbols provide customers with useful and precise instruments for simplifying selection and purchase process of a product or service, simplifying and expediting the process of data and information processing for them and through this, it can create value for customers (Ghosh & Goutam, 2004).

Although the necessity and importance of paying attention to brand personality, attitude and commitment to brand is clear to everyone, a number of reasons were mentioned earlier here. Hence, considering the above-mentioned factors, the present study seeks to explore the relationship of brand
personality with attitude and commitment to brand name in Diary Industry of Iran. The obtained results from this study indicate that:

- Brand personality has a significant relationship with attitude toward brand name in Dairy Industry of Iran.
- Brand personality has a significant relationship with commitment to brand in Diary Industry of Iran.
- Attitude to brand has a significant relationship with commitment to brand in Diary Industry of Iran.
- Level of attachment has an effective role on the relationship of brand personality with attitude to brand in Dairy Industry of Iran.
- Level of attachment has an effective role on relationship of brand personality with commitment to brand name in Diary Industry of Iran.

Considering the obtained results from research data analysis, the following practical recommendations can be made:

- Dairy Industry of Iran should try to maintain customers' trust.
- It should try to provide new and attractive products.
- In manufacturing products, they should try to make use of latest equipment.
- Loyal customers to companies' products should be encouraged.
- Strict quality control should be exercised in production and sales of products.
- Providing Customer-friendly products can be useful and effective in enhancing their commitment.
- With providing new and quality products, it should focus on attracting customers' trust to company's products.
- The industry should try to pay attention to the taste of majority of people in manufacturing products.
- The popular features of products should be identified and used as strategies in production.
- In production, efforts should be made to produce products, which are able to create a pleasant sense and feeling in customers.
- In production, it should try to give value and importance to opinions and recommendation of customers.

References