

The Relationship of Brand Special Values and Brand Personality Dimensions between Nike's Consumers

Parivash Almasi^{1*}, Masoomeh Mohammadbeigi², Leila Dolatabadi Farahani²

¹MA Strategic Management, South Tehran Branch, Islamic Azad University, Tehran, Iran

²MA Strategic Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Abstract: The aim of this study was to determine the relationship of brand special values & brand personality dimensions between Nike's consumers which is descriptive-corrolative. and the (statistical) population is included all Nike's consumers in the Tehran city. Regarding to the unknown of population volume, so 384 questionnaires are distributed randomly, in Monireyeh district. The data collecting & analyzing the information are done by questionnaire. For measuring the special value of brand is used form Washburn's 4 questions (2002). For measuring the brand personality dimensions was used Jones et al (2009) that they planed the new indexes for answering to the Aker's indexes criticisms (12 items). Content validity was determined by experts & its durability was determined by Cornbach's alpha coefficient, also other researchers were determined the durability & justifiability of these questionnaires. Results and Discussions: For analyzing the data was used deductive & descriptive statistics. In deductive statistics, firstly, was used Kolomogrov-Smirnov tests & then regarding to the normal data distribution was used Pearson's correlation coefficient & multi-stages regression. By using pearson's correlation coefficient is specified that accountability component ($r=0.42$, $p\leq 0.05$) & emotional component ($r=0.57$, $p\leq 0.05$) have meaningful relationship with brand special values. The results of multiple regression analysis showed that just the emotional components have ability of forecasting the brand special values. Conclusion: Regarding to the current research results can be proposed to the manufactures & sellers of sneakers that paying more attention to the emotional dimension why it caused to value to brand.

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1. Introduction

The Fast Moving Consumer Goods market is becoming more and more competitive each year. Brands face fiercer competition as consumers become increasingly demanding with regards to brands' offerings. Therefore, companies that perceive as their best strategy the differentiation from competitors, instead of price competition, need to justify the consumers' choice with different attributes, when compared to other products on the shelf. (Raminhos Gonçalves Santos, 2013).

Brand personality is considered as the central core & the closest variable in customers' making decisions when they want to selected ones (Nasiri Pur & others, 2010). Human forces, capital & ground are considered as three basic & financial origins in classic literature economy. But this model cannot explain how the high quality & beautiful product can be sold three times the prices of other commodities (Robert, 2015). New marketing approaches explain this phenomenon through identity that a brand makes for customers. One of the customers' utilities is authentic brand in product selections. Brand creates special identity for a product in a market & related them to the special group in society. These kinds of products make dignity & self-confident more than application appearances for customers in terms of psychology, so

the customers accept to pay differently for them, moreover, top brand is considered as the highest quality for customers, unconsciously. Since the customer buy a brand product, he believes that he buys valuable product. It is fact that the brand as capital & properties & technology & row material has role in making value-added for an organization, the customers & organizations both of them benefit from product's profits. The customers when use a brand one time for second time have more sensitive to that brand because of his/her experience & have more tends to buying it again. The brands' names include products' qualities, functions & other aspects & caused to the customers face to the lower risks. The brands' names get definitions their owners & also are considered as their wealth. In the marketing world, brand personality has the attractive & interesting concept. The brand share is developed by component management along by best relationship with customers & paid attention to their needs.

There is positive relationship between company's performances & credits as increased in company's credits will cause to increasing the market's share & then increasing the company's values. Of course, the company's credits are originated from its past financial & social dimensions, the ethical name & logo of company will increase its

credits & this credit causes to strengthen the name & logo as ring. The value of brand is; “name, phrase, design, sign or comparative them that it is determination the identity of an organization & distinguish it from other competitors” & be judged by customers’ mind, logic, attention & emotions. Also creating the sense & comfort why the brand specifies the customers’ personality, life style & ideals & behaviors. In fact, the brand is determined the originate & producer of product /commodity, allocation of responsibilities reflects the product manufacturer, creator of commitment and saving research costs & also presents the quality of product (Jalal Zadeh & Ekhtiari, 2009). “Name, phrase, design, sign or comparative them that it is with a goal of identity the product, an organization & group of sellers & distinguish it from other competitors”, providing stability and a commitment to quality.

The experiences showed that a strong brand is considered as a very important tool in implementing marketing purposes to improve the brand loyalty, brand based on premium prices and profit margins, increased flow of new products to market, increased the shareholders & profits equity & distinction clear, stable and easy valued clients making decisions, reduce risk and determine the customer's expectations (Devasagayam, 2010). In the recent years, brand personality is considered as important strategies so; the researchers pay more attentions to it (Louis & Lombart, 2010). Consumers transfer characteristics from human relationships to the ones they hold with certain brands. When consumer and brand behaviours are coherent with each other, this may give origin to reactions that will produce effects leading to a high brand relationship quality, consumers to settle for the brand, tolerate and forgive its mistakes, biased opinions towards the brand’s marketing programs, devaluating alternatives and attributing bias in their purchase decisions, resulting in a more durable and more stable relationship with the brand, an alternative model to evaluating brand loyalty (Freling, ,2011).

Brand personality appeal: conceptualization and empirical validation. *Journal of the Academy of Marketing Science*, 39, 392-406) among different researchers who worked in different areas, Aker (1997) is more popular & he defined that the brand personality is “the group of human characteristics which related to the brand”. Aker (1997) introduced the brand personality scales measurements in five dimensions; sincerity (honesty), emotion, competence, perfection & crassitude & was provided 42 items according to North America cultures & brand personality was introduced as human characteristics which related to brand & also was introduced as a most important factor of brand image; for example “cooler” is used for soda pop, while “younger” for

Pepsi, “male” for Marlboro Cigarettes, “high class” is used for BMW & “unique” is used for Doctor Pepper (Sung & Tinkham, 2005).

Also (Azoulay & Kapferer, 2003) defined the brand personality as; “a group of human personality characteristics that it is applicable and relevant to brand”. The personality term inference to the customers’ durable & stable respondents to their environments, so; we can use personality for analyzing the users’ respondents of products & brands, and then the business can communicate to their customers for creating a distinct brand personality & obtain successful (Lin, 2010). Aker introduced brand personality as one of the basic dimensions of brand identity & one of the closest concepts which it is affected to the buyers’ decisions (1996). Also he noted that existing the consistency and homogeneity between users’ personality characteristics & business/ brand affects on buying process & users’ preferences & improvement them (Aker, 1997). But he stated that it cannot be organized it same as human personality. Jones et al (2009) tried to eliminate the Akers’ criticisms & then he introduced the brand personality dimensions; responsibility, being emotional, courage, simple and insignificant & being active that in this research used these indexes for measuring the brand personality because, if there is high level of durability & have validity in comparative among cultures. Business managers know the brands as powerful & effective tools on customers’ decisions & also introduce the basic role of branding in creating distinguish. So brands must be managed wiseas valuable & they are permeable tools on customers’ decisions. Aker (1996:120) knew the concept of brand special value as “the properties (or debt) that related to brand that it joints with name or business name, Wood (2000) believed that efforts were caused to creating the “brand special values” for customers & brands relationship definitions. Brand special value pointed to the excellent & natural value of each brand. The brand special value is made when the customers tend to pay more for the same quality because of the brand’s name attraction & their sever report to it (Krimi Alavijeh, 2011). The brand special based on customers’ views is the central to the success of the organization's activities & know the customers’ needs. The basic of brand special value is unclear that the power of brand is behind of customers’ learning, emotion, seeing & experiences. In other words, the brand power originates in customers’ minds (Karimi & Alavijeh, 2011).

Brand personality is one of the basic dimensions of brand special values, because pointed to the emotional aspect of brand image (Purkayasta, 2003). Also, Suflen (2009) stated this after introducing the

brand personality by Aker (1997). This subject is paid attention by other researchers because it is the most important concept in making distinguish & long term development of brand special value. So brand personality is considered as most important factor in success business, because this kind of brand personality helps to create a group of proper & unique joints in customers' minds that is caused to brand special value (Aker, 1993 & 4; Fauo & Lauo, 2001). Mac Kordnil (2008) studied on the effects of familiar on brand special value variables mediated citizenship, popular & personality & obtained that there is positive & meaningful relationship between brand personality & special value. Also Lin (2010) found that there is positive & meaningful relationship between two dimensions; competence and sophistication brand personality & effective loyalty & among competence, peaceful, sophistication & practical loyalty. Valette-Florence & Guizani (2011) surveyed on the effects of brand personality & Mronka surveyed on sells development on brand special value & they obtained that there is positive relationship between brand personality & negative relationship between sells development with brand special value. Raminhos Gonçalves Santos, Miguel (2013), Consumers' perspective on the did a research 'brand's personality and equity 'that evidenced the predicted strong facet of the brand, the emotional side, as well as the relationships between the brand personality dimensions and Axe brand equity. This emotional side is in fact the most differentiating asset of the brand, although it is not the dimension with the strongest effect on brand equity. Also Nike was founded in 1972 by Philip Knight and Bill Bowerman. Bowerman is well known in America as the University of Oregon coach. The Marketing men at Nike would like us believe that the brand is more than a product, it is an experience that many people are buying into. Wherever many consumers interact with this brand – in stores of their own or those of their retail partners, online, through advertising, at events their goal is to elevate that experience through compelling products and human stories. So, brand personality caused to create the brand special value, but regarding to the importance of variables such as; brand value & brand

personality didn't do any research about them among Nike's consumers, the current research is surveyed on the effects of brand special value with brand personality dimensions among Nike's consumers.

2. Material and Methods

The data collection & data analyzing of data was done by questionnaire. For measuring the brand special value was used Washburn's 4 questions. In final, for measuring the brand personality was used Jones et al (2009) model that he designed new indexes plan for answering to criticisms Aker's indexes (12 items). For collecting the data was used Liker 5 range; totally agreed & totally disagreed & with face to face interviews. Of course the data collection is the easy randomly method, since standard questionnaire was used for variables measurements so, at first, the indexes are translated & then they are corrected by experts & elites. So, the durability of research was done by Cronbach's alpha with high level of standard 0.8 (Cronbach, 1951) & combined durability with high level 0.6 (Bagazioyee, 1988) & developed variance mean with high standard level 0.5 (Fornel & Laker, 1981) & also used Spss software. The (statistical) population included all sneakers shops customers in Tehran. Regarding to the unknown population volume was used Morgan's table (1970) for determination the volume sample population. According to the Morgan's table (1970), if we assumed the known or extreme population, we need to 384 samples for surveying on the research. So, the researcher presented in the Monirieh area of Tehran with the assumption that 90% of sports shops are located in this region & filled out the questionnaires & because of the limitations, can be filled out 184 questionnaires.

3. Results

The results of research showed that most of population included men (81.3%) that their ages were in average (22.3%) & the most of them were single (87.1%), about (43.5%) do exercise. For surveying on relationship among variables was used Spearman's correlation coefficient after doing K-S test.

Table 1. Correlation matrix between brand personality & brand special value

Brand personality					
Variables	Responsibility	dynamic	Being emotion	temerity	Simplicity
Brand special Value	0.42*	0.25	0.57*	0.57	0.49

After determined the relationship between studied variables that are done by Pearson's test for finding the answer of this question that which of the brand personality can predict the brand personality

value & how much the level of them. So for surveying the multiple correlation among predicative variables & criterions were used multiple regression with phased methods.

Table 2. The multiple regression coefficient between brand personality & brand special value by phased Methods

Predicative variables	Multiple correlation (MR)	Determination coefficient (RS)	F ratio P probability	B & β regression coefficient		
				1	2	3
Being emotion	0.521	0.172	F=7.6	$\beta=0.22$		
				B=0.17		

The table (2) showed that the results of multiple regression analysis for brand personality (responsibility, dynamic, being emotion, temerity & simplicity) with brand special value by phased methods. Regarding to the table (4) seen that there is predicative ability of brand special value just in being emotion characteristic among brand personality variables & regarding to the regression coefficient levels (β) can be resulted that being emotion component ($P \leq 0.001$, $\beta=0.22$) can predict the brand personality value.

4. Discussions

Companies need to position their brands in the minds of consumers. To achieve desired goals of their communication strategy, companies have to break the clutter by evolving innovative ways to attract the attention of the target consumers. In the initial phase of the communication, the marketing objective was to create conceptual awareness about the new product. Nike Company created some new promotion campaign which reinforced the idea of using their sport products'. Communications through advertising campaigns featuring modern and young women celebrities enabled the brand to infuse the values of brands. Integrated brand communications and creative repetition through various types of media is a key to success in brand communications. Use of emotions in advertising appeals to the hearts and minds of the consumers. A brand image should be created to establish an emotional relationship with the target audience. The brand managers especially Nike's managers need to continuously track their brands against the effect of competition and to track the progress as to how their brands are doing in the marketplace. Monitoring the progress of brands in terms of purchasing, consumption, brand recognition, brand recall, advertising awareness, etc. helps the managers to adjust their strategies of marketing to achieve the desired performance of their brands. This performance audit can also enable the company to measure its brand strength vis-a-vis competing brands. The brand loyalty can reduce the vulnerability of the customer base to competitive action and can directly translate into future sales and profits. Brands that have established desired brand equity in the marketplace can have potential to leverage its equity through line extension, brand extension, ingredient

branding, cobranding, brand Alliances, and/or social goodwill. These approaches enable the companies to leverage the parent brand associations to new categories of products and chart a new growth path for their brands. The current research's goal is surveying on the relationship between brand special values with brand personality among consumers of Nike. The findings showed that there is meaningful & positive correlation between brand special value & brand personality dimensions. In fact, there is meaningful & positive correlation between being emotion & responsibility components with brand special value. But, there is not meaningful relationship between dynamic, temerity & simplicity components with brand special value. Moreover, the results of multiple regression analysis showed that brand personality component (being emotional) will have the ability of predicate of brand special value, as be said the brand special value based on customers' views is the basic of organization's activities successfully, customers' needs is for obtaining the customers' satisfaction on & the basic of brand special value is that the brand power depend to the customers' knowledge & experiences. In the other words brand's power is originated in customers' minds (Karimi Alavijeh, 2011). Regarding to the subjects & obtained results understood that being emotional of brand personality is considered as effective factors in the customers' mind. The brand personality is one of the most important brand special values because it has emotional aspects of brand image (Purkayasta, 2003). Users often consider human aspects for brands by giving the personality to brands & marketers often strengthen percepts by brand positioning. The brand personality characteristics provide the symbolic meaning or emotional value that can help to the users' preferences & can be strongest than practical characteristics. The success brand personality positioning needs to the measuring models that have ability in distinguish the unique personality form general characteristics. Brand users understood the brand that originated human personality & then developed I the brand aspects. So being emotional component is considered as predicative factor of brand special value. In the recent world, the organization is evaluated by information development organization's movement & decisions & then it shown the successes & failures of organizations. Today, brand or the

business name is considered as very low properties in business & the brand's value & validity of each company is so important than other company's tangible & visible assets. In the other hands, brand is a mental movement that must use in the users, buyers, shareholders & employees' minds. The brands have social natures & the brand is successful that population have sense of belonging and ownership to them & try for than brand, in most times seen that the customers change to the marketers potentially. At the end proposed that producers & seller of Nike's products should pay attention to the being emotional component why it caused to brand value.

In order to understand future strategies of the company, further research is required to grasp a better understanding of the relationships between the personality dimensions, particularly so as to comprehend the type of effect that the suggestion from the research question five would provoke, since an investment in communicating not only the emotional side and excitement of the brand but also the functional and competence facet could cause different types of scenarios.

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