Study the causal relationship between brand personality to Brand trust and brand affect in consumer sport

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ABSTRACT: The aim of the present study was to investigate causal relationship with the brand personality to Brand trust and brand affect in consumer sport. In this research, causal and data collection tools is a scale developed by the researchers based on Aaker model has been developed. Face validity by experts and professionals in sports management and business administration has been confirmed. The population of this study, 300 students of Physical Education and Sports Science, Islamic Azad University Central Tehran were enrolled in the academic year 1392. Data gathered collected using confirmatory factor analysis and application were analyzed by LISREL software. The results showed that the dimensions of brand personality, the Ruggedness and Brand trust and brand affect positive and statistically significant. Significant effect on Brand trust and Sincerity and emotion of brand affect did not have a significant positive impact on the perfect brand affect of Brand trust, but are not so. The conceptual model of Brand trust and brand affect they have an impact on brand loyalty can mean leaves, Research suggests that the presence of the brand personality will contribute to attracting loyal customers.

Key words: brand personality, brand trust, brand affect, brand loyalty, consumers sport.

INTRODUCTION

Today the market is flooded with products that are physically very different from each other, creating the perfect personality for a brand that can make a tremendous difference. Since the purpose of managing the relationship with customers and build long-term relationships with them, to develop and maintain brand personality is one way of achieving this goal. Once is not created. Today accepted that the brand plays an important role in establishing, maintaining and developing business plays to the high level of competition in the market, a strong brand, product and services company that helps because the Competence to satisfy customers' needs are unique.

Brand Personality is a unique set of functional dependencies that are emotional tends to create or maintain. This dependence indicates that the brand remains in the customer's mind. Brand marketers can character to symbolically show differences in their products, so that instead of changing the physical properties of products, changes in brand character to use (Aaker, 1997). A good argument for the use of symbolic messages that are easily consumed can the human personality to the brand. This will help people to better understand their surroundings to. (Louis, Lombart, 2010).

Consumers tend to choose products that show their images, creating figures marketers for products that allows clients to describe themselves. It reflects the real character and is ideal consumer. Moreover, whatever the similarities between the human personality and brand personality to be closer together to choose a preferred brand, there is a greater priority (Malhotra, 1988).

Are words that have multiple meanings. Not only are they a real product, but also is a valuable intangible asset. Any use of tangible and intangible features that each product has the distinction be (Kim & et al, 2001). Character
in brand can specify different brand from another. Mengxia(2007) reached the conclusion that most consumers choose brands that with its own character, is distinctive from other brands. Loyalty (Lee, Beck & Kim 2009), and Brand trust (Louis &Lombart, 2010), satisfaction and positive emotions (Lee & et al, 2009) is increased by the presence of the brand personality.

METHODOLOGY

The population study of male and female students of the Faculty of Physical Education and Sports Science, Islamic Azad University Central Tehran formed an estimated 1500 people. In this study, the use of Lisrel for structural equation model can be used at least 250 people to 300 case to this end, 300 students studying in the academic year91-92 are randomly selected stratified sample of this study. In this study, the researcher constructed a scale that is used to collect data on the number of items in Table1-1are used to measure each variable, along with the Research The relevant items taken from them, have been identified.

<table>
<thead>
<tr>
<th>Variable</th>
<th>The number of items</th>
<th>Adapted from research</th>
</tr>
</thead>
<tbody>
<tr>
<td>brand affect</td>
<td>5</td>
<td>Yang Jon Song &amp;Joyang Kim (2010)</td>
</tr>
<tr>
<td>Brand trust</td>
<td>4</td>
<td>Lee Back (2008)</td>
</tr>
</tbody>
</table>

The scale is divided into two parts. The first part of demographic characteristics including gender, age, marital status, education, income, type of activity in the field of sport will be examined. This section has been measured dimensions of brand personality and its subscales.

The Sincerity of the 3 subscales of the No. 1 to 3 scale, the Competence of the three subscales from No. 9 to 11, then Sophistication with two subscales number 12 and 13 and the finally, after enduring two subscales numbers 14 and 15 were measured. Measure of Brand trust in brand proposition No. 1 to 5 and brand affect proposition and brand loyalty with proposition 6 to 10 11 to 14 was measured. To ensure content validity, the questionnaire management experts and specialists in physical education were reviewed and approved. To assess Brand trust, Cronbach’s alpha was used to separate variables.

In this study, we have used both methods and field libraries. The discussion of statistical methods, descriptive and inferential statistics were used to analyze the collected data using the descriptive statistical indicators to describe and summarize the demographic characteristics of the study population including gender, age, marital status, education, income, type of activity, coaching history, sports history, the use of a particular brand and were consumed, then the inference to compare demographic variables in groups of two sample tests and analysis of variance and to compare differences between groups using Tuky's test (post hoc), and Cronbach's alpha Brand trust for the scale measuring and finally to examine the causal relationship between variables and test the conceptual model of structural equation modeling (SEM ) using LISREL Software was used.

RESULTS

In this part of the analysis examines the distribution of the sample in terms of variables such as gender, age, marital status, education, income, type of activity, coaching history, sports history, is to use a particular brand and consumers.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>144</td>
<td>48.0</td>
<td>48.0</td>
<td>48.0</td>
</tr>
<tr>
<td>Male</td>
<td>156</td>
<td>52.0</td>
<td>52.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table1.2showsthe findings of the 300people who responded to this question and the information is available in144patients (48%) women and 156(52%) were male.
Table 3. Described the situation Age of the participants

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-20</td>
<td>22</td>
<td>7.3</td>
<td>7.3</td>
<td>7.3</td>
</tr>
<tr>
<td>21-23</td>
<td>90</td>
<td>30.0</td>
<td>30.0</td>
<td>37.3</td>
</tr>
<tr>
<td>24-26</td>
<td>83</td>
<td>27.7</td>
<td>27.7</td>
<td>65.0</td>
</tr>
<tr>
<td>Over 26</td>
<td>105</td>
<td>35.0</td>
<td>35.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 1.3 shows the findings of the sample participants at age 22, between 18 to 20 years (7%), 90 patients 21 to 23 years (30%), 83 patients 24 to 26 years (27%) of 105 patients over 26 years (35%) of age.

Exogenous latent variables in the measurement model in Figure 1.1 shows a standard estimate. Factor loadings estimated in the standard model the effect of each variable or variable items in variance explanation or main cause of the show. According to Figure 3.4 factor loadings can be seen in each of the research questions. For example, the first item loadings on the Sincerity 0.79. In other words, almost 62% of the variance of the first items to explain the truth. The 0.38 is the error value (the amount of variance explained by the first item is obvious that the error value is less than the higher and higher correlation coefficients between the relevant factor in there). The test hypotheses using structural equation modeling, the first output of the suitability of software structural models are fitted for testing hypotheses. $2 \chi^2$ df ratio of less than 3. Rate of RMSEA= 0.056 also indicated the suitability of the structural model. In other words, the observed data to a large extent is based on the conceptual model.

![Figure 1. Significant coefficients in Model](image)

DISCUSSION & CONCLUSION

Descriptive analysis of the data in terms of gender distribution, marital status, age, education, income, type of activity, coaching history, sports history, and use of a particular brand, subjects were examined consumers that the results described in is as follows: In terms of gender status, about 48% of the study participants were female and 52 per cent were men have. Than age, condition, about 7% (n = 22) subjects between 18 to 20 years, 30 percent (n = 90) between 21 to 23 years, approximately 28% (83 patients) between 24 to 26 years and 35% (105 n) are over 26 years of age has the. In terms of marital status, about 71% of the participants in this research is singles and married individuals have about 29 percent. In terms of educational status, about 50 percent of those with a bachelor's degree, master's degree, and about 3 percent to about 47 percent have a doctoral degree and have. In terms of income, about 29 percent of the participants in the study due to unemployment question unresponsive, about 31 percent less than 500 dollars, about 21 percent have income between 500 thousand to 1 million dollars, about 13% between 1 and 2 million dollars in revenue, about 3% between 2 and 3 million dollars in revenue and about 4 percent of the more than 3 million dollars in revenue that has the. According to the company
study, about 17 percent of coaches, athletes, 31 percent, 29 percent and about 23 percent of the athletes and the coach was not an athlete nor coach said. Coaching history of the state, about 53 percent of people did not answer this question because the coach did not have, about 16 percent less than three years, 18% between 3 and 6 years, about 8 percent between 7 to 10 year, about 5 percent were over 10 years old coach said. Globally, nearly 1% are in Olympic sport activities. They are available and not used. are now widely used in the study participants, 50% of brand adidas, Nike Brand, about 26% Puma 10%, 9% and finally 5 percent, the company has been used.

According to the research findings, Excitement impact on Brand Sense than - 0.01 and -0.08 are significantly it is. This hypothesis is confirmed Ali significant relationship between the emotional senses that there is more than a brand. Conclusion reached in this study, we have consumption sport the of the brand personality not important enough to these people, being creative and hip brands they use will not have an effect on the feelings of these people. Result the result of this research study is inconsistent with any of the results listed.

According to the research findings, Excitement, impact on Brand trust 0.09 and a significant amount of its 1.30 to be. This hypothesis is confirmed Ali significant correlation between the emotion and the sense that there is no Brand trust in the brand .do not. The result of this hypothesis Perepelkin& Di zhang (2011) also inconsistent because in all of these studies have found a significant correlation between the emotion and the Brand trust they have. According to the research findings, fullest extent of the impact on brand affect 0.16, and a significant amount of its 2.41 can be. This hypothesis is rejected, which means a significant causal relationship between the brand affect of Sophistication and live there. The findings of this study Yang Jon Song &Joyang Kim (2010) and Yi Lin (2010) is consistent with the result of their investigations to confirm.

The result is thoroughly researched and Yang Jon Song & Joyang Kim (2010) is consistent because these people have also reached the conclusion that the Sophistication a strong impact on feel more and more greenover the would have. This finding also research Chaudhuri and Halbrook(2001) and the Yi Line(2010) also correspond. According to the research findings, lasting impact on brand affect, 0.13, and a significant amount of its 2.41 can be. This hypothesis is rejected, which means that Ali significant relationship between the duration and brand affect there. The result of this research study, Lin (2010) in their study concluded that the persistence on behavioral loyalty are also brand affect, are consistent with research also Heydarzadeh 1388 to be in line. These findings with the results of Yang Jon Song & Joyang Kim (2010) and Chaudhuri and Halbrook inconsistent because they have no significant relationship between the Ruggedness and brand affect have reached. According to the research findings, lasting impact on Brand trust in the use of 0.16, and a significant amount of the 3.05 is. This hypothesis is rejected, which means a significant causal relationship between the Ruggedness and Brand trust to live there and positive. The results of this study with the results of Morgan and Hant (1994) and Chaudhuri and Halbrook(2001) and Yang Jon Song & Joyang Kim (2010) are consistent and compatible. New customers will pay.

REFERENCES

Mengxia.2007. identified that consumers have more preference towards brands having distinct brand personality. Loyalty (Lee, Back, & Kim, 2009) and trust (Louis &Lombart, 2010), satisfaction and positive emotions (Lee et al., 2009) also increase with the existence of brand personality.

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