

THE ROLE OF BRAND PERSONALITY ON CONSUMER BASED
BRAND EQUITY: A RESEARCH ON AUTOMOBILE BRANDS IN
TURKEY



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CANSU MAYADAĞLI

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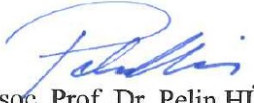
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ABSTRACT

With the development of postmodern consumption concept, the consumers have gone beyond focusing only on the functional benefits of the products in their purchase decision making processes and started to take the symbolic benefits of the product into consideration. Therefore, brand personality concept having strategic importance in the transmission of the symbolic meanings of the brand to consumers have come to the foreground more and more every single day. As a result of understanding the importance of intangible assets of the companies such as the brand equity in 1990s, the companies started marketing activities targeting to become more valuable in the eyes of the consumers. This study, which researches the role of brand personality on the brand equity, is completed with a questionnaire study based on three brands, which are sales leaders in automotive sector, following a detailed literature review related with important concepts of this subject. As the result of the research, a positive significant relation is found between brand personality and brand equity for all of those three automotive brands.

Key words: Brand personality, consumer – based brand equity, brand management.

ÖZET

Postmodern tüketim kavramının gelişimiyle birlikte tüketiciler satın alma karar süreçlerinde sadece ürünlerin fonksiyonel yararlarına odaklı olmanın ötesine geçerek ürünün sembolik faydalarını da göz önünde bulundurmaya başlamışlardır. Bu sebeple, markanın sembolik anlamlarının tüketiciye iletilmesinde stratejik öneme sahip olan marka kişiliği kavramı ise her geçen gün biraz daha ön plana çıkmıştır. 1990'lı yıllarda şirketlerin sahip oldukları marka değeri gibi soyut varlıklarının öneminin anlaşılmasının bir sonucu olarak; şirketler tüketicinin gözünde daha değerli hale gelebilmeyi amaçlayan pazarlama faaliyetlerine yönelmişlerdir. Bu çerçevede marka kişiliğinin marka değeri üzerindeki rolünü araştıran bu çalışma, konuya dair önem teşkil eden kavramlarla ilgili detaylı bir literatür taramasının ardından otomotiv sektöründe satış lideri olan üç markanın temel alındığı anket çalışması ile tamamlanmıştır. Araştırmanın sonucunda her üç otomotiv markasının marka kişiliğiyle marka değerinin arasında pozitif yönde anlamlı bir ilişki olduğu saptanmıştır.

Anahtar kelimeler: Marka kişiliği, tüketici temelli marka değeri, marka yönetimi.

In loving memory of my grandmother Yıldız Mayadağı who often emphasizes
to me fact woman should be well educated and take part at all stages of life.



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LIST OF ABBREVIATIONS

BPS: Brand personality

CBBE: Consumer-based brand equity



1. INTRODUCTION

In the global market, where the differences in the presentation of products and services decrease every passing day, and hence where competition becomes escalated, the motivations in the desires and decision -making processes of the consumers have changed (Hürmeriç, 2009, p.1). As a consequence of the difficulty of recognition the brand, it has become unavoidable for the firms to apply marketing strategies that are centered around the promise of multiple benefits that can meet the expectations of the consumers.

Brand personality is accepted as one of the motivations having a dominant effect in the decision – making process of the consumer according to the approaches of some researchers in the literature (Batra, Myers & Aaker, 1996, p.327). In this process consumption activity has the tendency of becoming symbolic for the consumers, in other words, the meanings it carries for the consumer gains importance as well as the rational benefits provided by the product (Levy, 1959). In this case, the property of brand personality to ensure meaning transfer from the brand to the consumer becomes active. By this way, post-modern consumer feels as if (s)he belongs to a social status, which (s)he always wanted to reach, and sometimes, (s)he believes that the personality features that (s)he wants to have, are transferred from the personality of the brand that (s)he uses to himself/herself (Aaker, 2014, p.99, Tosun, 2014, p.167).

In sectors such as automotive, where it is difficult for the brands to stand out amongst their competitors by giving weight to functional benefit promises, it is considered that brand personality is an effective marketing strategy (Kapferer, 2008, pp,33-34).

Today, as a result of brands becoming the most valuable assets of companies, the importance of brand equity concept is understood (Doyle, 2003, pp.389-390). Therefore, the firms started to realize their marketing strategies targeting to increase the brand equity. Although brand personality is explained as a strategy ensuring the enrichment of brand equity in the literature (Aaker, 2014, p.171, Keller, 1993, p.9), the studies that empirically examine the role of brand personality on brand equity are rare (Su & Tong, 2015, p.127). In line with this, the subject of the study is determined as the role of brand personality dimensions on brand equity and it is targeted to provide a contribution to the literature.

In the section of the study following the introduction, first the basic concepts related with the brand are mentioned, and then the brand personality topic, which is the first of the two main fundamentals of the study, will be included. Thereafter, the relation of brand personality with the fundamental concepts of brand will be examined and brand personality will be examined in terms of both consumption and consumer perspective.

In the second part of the study, the development period and definition of consumer-based brand equity concept will be explained and Aaker's (1991) brand equity model components will be included in detail. The chapter will end with the explanation of the relation between the brand personality and brand equity.

The research section, which is the third and the last section of the study, is reserved for the assessment of the findings determined in the light of the questionnaire study. In this section, it is targeted to assess the role of brand personality on brand equity for three different automobile brands using the BPS of Jennifer Aaker (1997), which is adapted to Turkish language and Turkish culture by Aksoy and Özsoymer

(2007) and the questionnaire questions, that will be prepared basing on Aaker's (1991) brand equity model. In line with this, it shall also be examined whether there is a difference between the sub-dimensions of the personalities of three different automobile brands at the time of coming to the foreground. In addition to all those the results of the test applied for the brand personality and brand equity and the demographic properties of the participants of the questionnaire and the assessment of those results will be included in this section.



2. BASIC CONCEPTS IN RELATION WITH BRAND PERSONALITY

2.1 Brand Concept

The products, which are different from their competitors for the consumers in terms of their unique properties, are defined as brands (Randall, 2005, p.17).

Similarly, Uztuğ points out that the products, which are capable of providing emotional values creating a difference perception in the eyes of the consumer as well as functional benefits, will be called as brands (2003, p.22). Batey handles the brand concept with a more comprehensive point of view; and defines it as a “timeless”, “unique” concept, which has a meaning beyond functional benefit in the mind of the consumer (2008, p.3). Ar (2007, p.8) defines the brand both as the sum of the benefits provided the consumer and as the most valuable asset of a company.

The continuous increase in the awareness of the consumers and the changing expectations of the consumers and the increase in the competition in the market have resulted in the enlargement of the scope of brand concept by giving it new meanings today. Since many brands can provide products of similar functional properties in the new definitions, the symbolic benefits of the brand are rather emphasized today. In its new meaning, the brand is a bridge that establishes the communication between the producer and the consumer (Tosun, 2014, p.3). The brand definitions, which were made on the name-logo- symbol axis before, now includes the “added value” concept in its scope. In its basic meaning, the added value concept can be defined as the emotional values (Uztuğ, 2003, p.22) or “consumer benefits” (Wood, 2000, p. 665). It is considered that added value plays an important role especially in the purchasing decision of the consumer (Jones and Slater, 2002, p.32).

In the brand definitions of today, the brand is beyond being perceived only as a logo. Logo is important in terms of recognition by the consumer because it is one of the factors providing basis for the purchasing decision (Miletsky & Jason, 2009, p.3).

2.2 History of Brand Concept

The first examples of branding are encountered in Ancient Greek period according to some researchers and in Ancient Egyptian period according to some others (Toksarı & İnal, 2012, p.21). In the Ancient Greek and Roman periods, people applied branding by exhibiting the pictures of the products they sold on the walls of their shops (de Chernatony, McDonald & Wallace, 2003, p.32) and the craftsmen branded their pieces of art by marking their products with their fingerprints and some specific symbols (Knapp, 2000, p.87, Blackett, 2014, p.20). In addition to all those, people marking their animals in order to understand to which farmer they belong is shown among the first examples of branding in history (Blackett, 2014, p.20).

It is observed that each guild developed specific brand symbols in the Medieval. The artisans used the symbols of their guild in their commercial products. This is done to distinguish the merchandise from the merchandise of other guilds (Kıyan, 2015, p.3). It is observed that in the Medieval, the purpose of branding, which was based on differentiation, took a step forward and included “guarantee quality” and “legal protection” in its scope (de Chernatony et al., 2003, p.33).

The examples of product branding in a sense that is close to today’s meaning are encountered after the Industrial Revolution (Aydın, 2009, p.3). In 17th and 18th centuries, it is observed that it is targeted to emphasize the origin and quality of the product with branding (Blackett, 2014, p.21).

It is accepted that the branding period in its contemporary meaning began as of the end of 19th century together with the development and increasing importance of marketing strategies (Uztuğ, 2003, p.14). Furthermore, the 19th century is a period, during which national and international legal regulations have been made in relation with the protection of commercial rights. The countries leading the accession of the brand law in the world are France, England and United States of America (Tosun, 2014, p.5). Alamet-i Farika Nizamnamesi is the first legal regulation that has entered into force in our country in relation with the brand law (Yener, 2007, p.3).

Examples of successful brands, which were established in the 19th century and which still continue their commercial lives are Shell, Procter & Gamble, Nestle, Siemens, Nestle, Levi's, Coca Cola (Aydın, 2009, p.4) Among those brands, especially Procter & Gamble company made very important contributions to brand management with the innovations it applied (Tosun, 2014, p.6).

Until 1970s, the important role played by logo in the creation of awareness of the consumer among the competitors was sufficient, however thereafter brand became a concept that promises the consumer a certain life style (Aydın, 2009, p.6) and digital media provided an interactive medium between the consumer and the brand, and as a result of this it can be said that the consumer became a kind of producer in 2000s (Tosun, 2014, p.7).

2.3 Brand Positioning

Together with the progress in communication and technology, today's consumers both become subject to many marketing communication messages and are forced to make choices among many similar products or services in the market (Tosun, 2014, p.43). At this point, a space is opened in the minds of the consumers

thanks to positioning and the desired message is placed in the minds of the consumers (Elden, 2011, p.71).

Jack Trout and Al Ries presented the positioning concept to the marketing literature with the articles they wrote in 1970s (Upshaw, 1995, p.111). By this way, the brands replaced the product, which was at the center of the marketing activities, and with the entrance of positioning in the marketing literature, now consumers are positioned at the center (Tosun, 2014, p.43).

Positioning is; placing simple, clear and understandable associations related with the brand through the use of various marketing strategies (Ries & Trout, 2013, pp.18-24) However, the positioning process is an activity that has the target of conquering the mind of the consumer and that is not product – focused. That is, positioning is a concept that has to be planned with “customer-mind” focus (Upshaw, 1995, p.112). Positioning can be defined as the consumer’s matching the relevant brand with a unique adjective in his/her mind among many messages (Tosun, 2014, p.43).

According to Elden, positioning is a strategy that is much more comprehensive and effective than only differentiating the properties of the product and even than the brand image (2011, p.77).

Aaker mentions that positioning concept is a subset of brand identity. In other words, positioning during the transmission of the brand identity to the consumer contributes to the process by emphasizing the superiorities of the brand to its competitors (Aaker, 2014, pp.196-198). Upshaw assesses positioning as a concept directing the brand identity and calls it “the compass of brand identity” (Upshaw, 1995, p.110).

The positioning strategy will ensure that a brand is positioned in the first rank in the mind of the consumer, that is, it convinces the consumer in relation with the place it is positioned in that segment (Upshaw, 1995, p.113) and that the consumer feels the loyalty for that brand (Ries & Trout, 2013, p.39).

Positioning plays an important role in the development of the brand with the following functions (Grams, 2016, p.33):

- Ensuring that the brand is easily given a meaning by the consumers,
- Contributing to the enrichment of brand equity,
- Assisting in the establishment of communication between the consumers and the brand.

According to Keller (2013), the application of a successful positioning strategy is necessary for the inclusion of brands among the strong brands. He states that the main benefit of positioning for the brands, who succeeded this, is the reliability perception in the consumer's mind in relation with the brand (Keller, 2013, pp.113-124).

It does not seem possible to think of positioning concept in an independent way from its competitors, because positioning is the way that many brands are perceived by the consumers taking their competitors into consideration. The positioning strategy plan has to be prepared by taking the differences from and superiorities to the competitors into account (Uztuğ, 2009, p.60, Batiislam, 2009, p.67).

There are authors, who recognize positioning as a concept having important contributions in the marketing area literature, but who argue that it has some missing aspects at the point reached today. Uztuğ, who is one of the people criticizing this

matter, assesses positioning as a concept, which offers very bright proposals in theory, but which is limited in producing solutions for many problems practically (Uztuğ, 2012, p.2).

2.4 Brand Identity

The whole constituted by the associations provided by the brand to the consumer for embodying the brand in his/her mind and for giving a meaning to it in the route, on which the brand wants to progress, is called as the brand identity (Aaker, 2014, p.84). Each brand creates an impression on the consumer related with it thanks to its identity. A big part of this impression is constituted by functional, emotional or symbolic benefits, which are promised to the consumer and which establish a communication bridge between the consumer and the brand (Aaker, 2014, p.84). Just like the genetic code sequencing of the human being hidden in the DNA, the sequencing of specific elements the brand is hidden in the brand identity (Taşkın & Akat, 2012, p.96). According to Sözer, the primary role of the identity is to ensure recognition of the brand by the consumer. The second basic feature of identity is to distinguish the brand from its competitors and expressing what the brand represents to the consumer (2009, p.52).

In opposite to many marketing communication strategies that ensure differentiation, the brand identity is a concept that has an in-depth and strategic importance (Aaker & Joachimsthaler, 2000, pp. 40-43). Today, when the brands, which succeeded to become “passion brands” today, are examined, it is observed that most of them have an identity and personality that distinguishes the brand (Kapferer, 2008, p.182).

Aaker says that brand identity structure consists of two basic elements as “core and extended identity” (Aaker, 2014, p.101). According to Aaker, the core is the part, which has to be most resistant against change as long as the brand survives. In other words, the core identity has to maintain its features, which make it different, special and unique in spite of the changes in the product or marketing communication activities, in terms of creating a reliability perception in the consumer (Bircan, 2016, p.42, Aaker, 2014, p.102). It is considered that core identity is generally not sufficient in ensuring the effectiveness of the functionality of brand identity (Aaker, 2014, p.103). The extended identity takes over the role of being complementary and integrating element of this situation (Bircan, 2016, p.42), and adds the features detailing the self – identity to the brand identity (Aaker, 2014, p.104).

The better a brand is clearly understood by the consumer and create a full brand identity the stronger it becomes (Aaker & Joachimsthaler, 2000). This strength provided by the brand identity for the brand is considered as a nourishing factor provided by identity for the brand equity. If the brand does not have an identity accommodating those features, the image it tries to create will remain meaningless, in other words it will mean nothing (Perry & Wisnom, 2004, p.14). In a similar way, Kapferer, who makes a comparison between brand identity and image, emphasized that identity is superior to image (Kapferer, 2008, p.174).

Kapferer points out a relation between the brand identity and image with the “sender” and “receiver” concepts. This relation can be interpreted that the brand managers have a role in the creation of brand identity and the consumers have a role in the creation of the brand image (Kapferer, 2008, p.174). That is, while the brand identity is a concept that is shaped, determined and provided to the consumer by the marketing managers, the brand image is shaped in the minds of the consumers with

their own perceptions (Aydın, 2009, p.21). Originating from this point, Upshaw mentions that the messages related with the identity provided for the consumer pass through the filter of the consumer mind, that is how they are perceived, as the “true identity” (Upshaw, 1995, p.13).

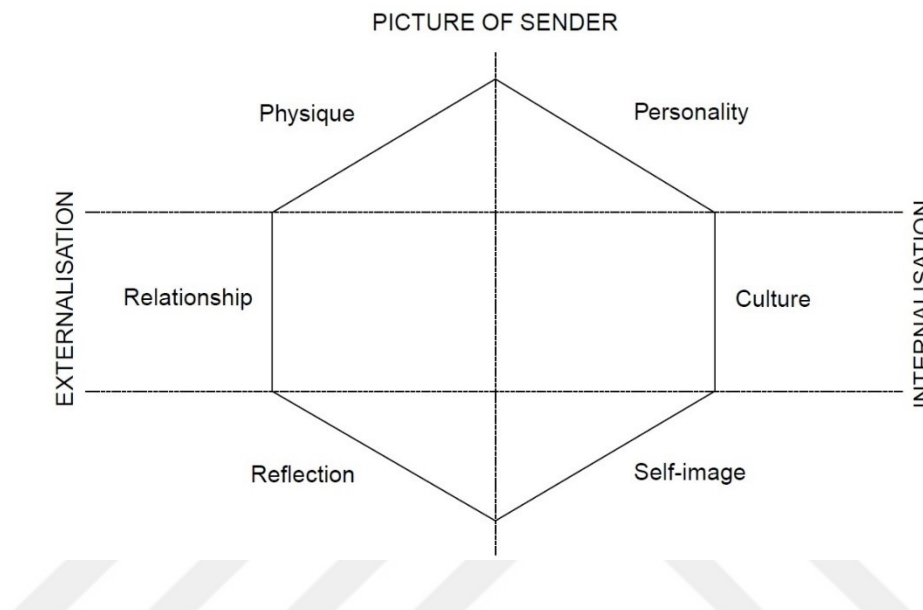


Figure 1: Brand Identity Prism

Source: Kapferer, J.-N. (2008). The new strategic brand management: Creating and sustaining brand equity long term. London: Kogan Page, p.183.

Kapferer has explained the structure of brand identity concept with the hexagonal prism consisting of six key elements. As shown in Figure 1, this prism is constituted by the following elements: “physique”, “personality”, “culture”, “self-image”, “reflection”, “relationship” (Kapferer, 2008, pp.182-187):

- **Physical:** This element is one of the building blocks of fundamental brand identity, which contains all of the rational and objective values that the brand will offer to the consumer and which provides multi-directional contributions to the development of the brand.

- **Personality:** Each brand has a brand personality that is offered by the brand to identify itself for the consumers. Since brand personality has a functionality that establishes a communication bridge with the brand identity, it is a strategic brand identity component.
- **Culture:** The identities of brands carry the traces of their own culture in a certain ratio and reflect those traces while establishing a communication with the consumers. By this way, the brand has a more unique brand identity compared to its competitors in the market. For example, among worldwide famous sportswear brands, Adidas is a brand carrying the traces of “German” culture while Nike reflects the “American” culture.
- **Relationship:** The brands today want to communicate with their target populations through symbols in their identities in order to first increase their awareness and then their preferability.
- **Customer reflection:** The way the identities of brands are meant and interpreted by the consumers is as important as the way the brands want to reflect their identities. In order to effectively manage the brands and to understand whether the marketing communication strategies created the expected impression on the consumers, the measurement of how the brand is perceived by the consumers has primary importance.
- **Self-image:** Today, the process of transition from functional consumption that is focused only on needs to symbolic consumption, which is focused on consumers reflecting their images and social statuses, is continuing.

2.5 Brand Image

The sum of emotional and rational associations that a person relate to any brand is called as the brand image (Peltekoğlu, 1997, p.135). It is considered that some of those associations are based on the past experiences of the consumer and some of them are created indirectly thanks to the marketing communication efforts (Tosun, 2014, p.137).

According to Deneçli (2015, p.77), the brand image consists of “subjective ideas” that the consumers create in their minds about the brand. In other words, it is the perceptions of the consumer that shapes and signalizes the brand image. Hence, every change in the perception of the consumer is expected to create a change in the brand image (Perry & Wisnom, 2004, p.16).

Rekom, Jacobs, and Verlegh point out that the brand image is a valuable concept that has a significant effect on the creation and sustainability of the brand equity (Rekom, Jacobs & Verlegh, 2006, p.182).

When it comes to brand image, the consumer takes the emotions into consideration that the products cause rather than the functional benefits it provides for the consumer. A person, who purchases his/her clothes from Gucci in fact wears the prestige and elegance of that brand (Seyhan, 2007, p.36). In other words, the way the person feels himself/ herself has a higher priority than the functional benefits provided by the product for the consumer. When the consumers encounter a brand, especially a one with which they had no experience before, they take features of the product into consideration the, which can be associated with the brand image (Zeithaml, 1988, p.6).

Doyle examines the brand image concept under three headings as specific brands, passion brands and experimental brands (2000, pp.398-399):

- Specific brands: It is the type of image that is created by emphasizing the functional features of the product. As in the case of reflection of the perception to the consumer that Volvo brand is the most reliable car.
- Passion brands: In such brand images, values such as life style are presented beyond the functional benefits of the product. The contributions to be provided by the brand image to the image of the consumer are in the foreground. Such as Rolex brand watches symbolizing professionalism in the business life.
- Experimental brands: It is a type of image, where emotions dominate, and which reflects the connection between the product and the consumer. It is observed that the brands that successfully continue the experimental brand image emphasize a certain idea as in the case of “Just do it” slogan of Nike. The biggest advantage of creating such an image is making the imitation of the brand image more difficult.

According to David Ogilvy (1955) briefly; any kind of daily marketing communication efforts shown on only sale focus are futile. However, the author mentions that the element that will provide the biggest support for the image studies of the brand will be a brand personality that will be created in compatibility with the values of the brand (Ogilvy, 1955). Similarly, Keller assesses brand personality as one of the association elements providing contribution to the creation of image (2008, p.65).

2.6 Brand Personality

The definition of “personality” concept, which has been subject to different areas such as psychology, sociology, consumer behaviors, differs due to the different points of sight of the researchers interested in this subject, and therefore, a common opinion can’t be obtained for a single definition (Schiffman, O’Cass, Paladino, & Carlson 2014, p.110, Cüceloğlu, 2015, p.404).

The concept of personality, which has its roots in the word “personae” in Latin (Koç, 2015, p.338) is generally defined as all of the behavioral patterns of the individual specific to him/her (<http://www.tdk.gov.tr>, Cüceloğlu:2015, p.404).

Although it is accepted that the personality features generally exhibit a “consistency” and “continuity”, personality features can be subjected to changes in time (Schiffman et al., 2014, pp.110-111).

Since it has a determinative role in the reactions of individuals to the marketing activities of brands, the personality concept has a strategic position and importance in marketing literature (Schiffman et al., 2014, p.110). The projection of the personality of the individual in brand management area is encountered as brand personality. Jennifer and David Aaker interpret brand personality as the whole of features that are transferred from the person’s personality to the brand and that are related with the brand and expected to be “permanent” (Aaker, 1997, p.347, Aaker, 2015, pp.51-52).

The brand personality definition, which is generally accepted in Aaker’s (1997) marketing literature, has been criticized to be insufficient (Azoulay & Kapferer, 2003, p.151). In fact, in the critical approach, although it is not in contradiction with the definition made by Jennifer Aaker (1997), it is indicated that

only the personality features that are compatible with the brand personality should be included in the definition with a more in-depth point of view (Şahin, 2006, p.6).

Similarly, Sözer underlined the necessity for making some updates in relation with the brand personality definition and explains brand personality as a concept that is created with the inspiration coming from the personality features belonging to the person, which are shaped according to the perceptions of the consumers in the direction determined by the brand managers (2009, p.55). In addition to this, brand personality is among the strategic brand element which is referred to as one of the assessment criteria at the decision-making process of the consumer (Batra, Myers & Aaker, 1996, p.327, Aksoy & Özsomer, 2007, p.1).

Patterson analyzed the brand personality definitions in the literature and made a new brand personality definition using expressions that are common in general (1999, p.419). In according to Patterson's (1999) definition, brand personality is expressed all of the emotional reactions given by the consumer in the process of noticing the brand among its competitors. The consumers make a kind of meaning transfer from the image of the brand to their own image by finding an opportunity to reflect their personalities thanks to the personality of the brand they preferred. (Solomon, Bamossy, Askegaard, & Hogg, 2006, pp.5-15).

The brand personality consists of two different facets, namely firm perspective and consumer perspective. While firm perspective is the design made by the firm for the brand personality to be created in the mind of the consumer in its basic meaning, the consumer perspective is related to what kind of a brand personality perception is actually created in the mind of the consumer (Plummer, 2000, pp.80-81). Briefly; it is important to measure how the brand personality is positioned in the mind of the consumer using brand personality profile measurements, in terms of predicting

whether it is close to the brand personality perception that the firm wants to create in the mind of the consumer.

Brand personality strategy has important roles in the management of a brand. Those roles (Aaker, 2014, pp.168-169) are explained as making it easier for the consumer to give an in-depth meaning to the brand in his/her mind, providing support for making the brand identity unique in the mind of the consumer, providing basis for marketing communication activities and contributing to the creation of brand equity.

Upon noticing the important role of personality concept in the superiority of people in social life communication, this has been adapted to the marketing area and in this way the brand personality is obtained. One of the most basic functions of brand personality is that it acts as a kind of communication bridge between the consumer and the brand (Aaker 2014, p.177, Ar, 2007, p.85, Taşkın & Akat, 2012, pp.103-104, Pira, 2005, p.197). The ability of brand personality to establish the communication link between the consumer and the brand primarily depends on the creation of confidence feeling in the consumers (Erdil & Uzun, 2010, p.74). Each brand, which wants to create a sustainable and qualified relation with its consumers, must include the creation of confidence feeling in the consumer, which is essential in human relations, among its priorities (Ar, 2007, pp.86-88).

2.6.1 Importance of Brand Personality

Just as the personality is a feature that each person has starting from birth, each brand needs a personality simultaneously with its creation. Furthermore, the brand personality is a necessary, valuable and indispensable feature just as each brand needing a name (Ok, 2016, p.152).

It is considered that the brand personality plays a more effective role in product segments, where the product does not have any significant functional benefits, and where symbolic meanings are dominant such as cigarettes and automobiles in comparison with other product segments (Kara, 2015, Kapferer, 2008, pp.33-34). Similarly, Baudrillard, transferring the opinions of Martineau (n.d), emphasizes that individuals have the opportunity to define their own identities in social lives by transferring the personality features of the automobile brands they purchase (as cited in Baudrillard, 2011, pp.231-232).

It is asserted that the importance of brand personality for the enterprises is caused by three reasons. The first of those reasons is that brand personality is a strategy promising uniqueness in today's market environment, where competition is harsh. The second one is the role of brand personality as a bridge establishing sustainable communication in emotional point of view with the consumer together with the increasing effect of emotions as an effective consumer behavior motivation. The last reason is the positive contribution of a well-structured brand personality to the awareness of the brand (Yavuz, 2004, p.47).

The basic purpose of giving personal features and meanings to brands is to give the desired direction to the behaviors of the consumer (Aaker, 2015, p.51). The power of the brand personality to shape and direct the perception of the consumers ensure that the consumers have an opinion on the brand and that they start communication (Sözer, 2009, p.57). According to Moser, a brand that does not have a brand personality or that has a neutral brand personality can't be considered, because, the brand, which does not have any personality lacks the skill of establishing communication with its consumer (Moser, 2004, pp.85-86). The brand personality has a great importance in ensuring the continuation of communication as well as

establishing a relation with the consumer through communication (Ar, 2007, p.75).

The greatest gain of the brands, which can create their brand personality in a clear, consistent and strong way, is the loyalty of their consumers (Aaker, 2015, p.60).

Since personality is a “specific” concept due to its nature, it is a very low probability to produce the same or identical brand personality in accordance with many elements included in the structure of the brand (Aaker, 2015, p.60, Ok, 2016, p.155). As can be understood from this situation, a successful brand personality carries the brand one step forward from its competitors. If a brand personality that isn’t defined at a level that is clearly understandable by the consumers, the brands may face the danger of losing their customers and being defeated by the brands, which have a strong personality (Yener, 2007, p.38, Aaker 2014, p.192).

One of the most important contributions of brand personality to the brand in long years is the support provided for the creation and development of brand equity (Chunawalla, 2008, p.194). The power and importance of the brand personality efforts that enriches the brand equity is not limited only with the frame of traditional media channels. The efforts of the brands to make them visible through the use of traditional media channels now require the effective use of digital media as well. Having a brand personality that is well-defined in digital media and a well-designed web site increases the attractiveness and visibility of a brand among its competitors (Kim, Han, & Park, 2001, pp.204-205).

2.6.2 Studies Related with Brand Personality

In 1959, Levy presented his study, which provided important contributions to the literature. In this study, it is emphasized that the products are in fact the carriers of the symbolic meanings they hidden. When the consumers prefer to buy a brand or a

product, they also buy those symbolic meanings, too. Those symbolic meanings also include meanings related with the personality and identity of the consumer (Levy, 1959).

In Kassarian's article, published in 1971, a literature review was performed on the relation between the brand personality and the purchase behavior of the consumer. As the result of the performed examinations, the author criticized the scales used in academic studies performed for brand personality assessment from being only psychology – focused. He suggested that made them more specific and emphasized that they should be developed in a more “marketing – oriented” way. According to Kassarian, for the validity and reliability of the applied studies related with brand personality, new models and scales have to be developed and presented to the marketing literature (Kassarian, 1971).

In his article Sirgy drew attention to the important and positive role of brand personality in the preference of the brand by the consumers (Sirgy, 1982).

Plummer defined brand personality as one of the important components constituting the brand image in his article. He claimed that brand personality is an effective concept that can have a right to say in the development of advertising (Plummer, 2000).

In their studies, Hendon and Williams presented brand personality as one of the three basic concepts that facilitates the establishment of communication between the brands and the consumers. Other two of the concepts, which are called as 3P, are “positioning” and “psychographics” (Hendon & Williams, 1985).

Durgee emphasized that the advertisements should have a well-designed story as well as their features informing the consumer. In according to the author, just as the

story in a novel is designed with any kind of details, the advertisements should pass through a creation process that is carefully planned. At the same time, Durgee shows brand personality as one of the cornerstones of the stories of the advertisements, which succeeded to activate the feelings of the consumer (Durgee, 1988).

In his study, Biel defines brand personality as a long-lived element of the brand that ensuring that the brand image is assessed by the consumer in a meaningful way and that is strong against changes (Biel, 1992).

In Aaker book's that is recognized as the fundamental reference in brand management, the brand personality is handled among the fundamental elements constituting the brand identity (Aaker, 1996).

In her article Jennifer Aaker being inspired from "Big Five Personality Scale", developed a scale analyzing the dimensions of brand personality. The BPS that is developed and applied in USA by Aaker consists of 42 traits and 5 different dimensions, namely "sincerity", "excitement", "competence", "sophistication", "ruggedness". The study being marketing- oriented and applied for multiple products and brand categories held light to many researchers interested in that matter. Although the BPS of Aaker was applied on America-centered, many researchers applied the scale in the following years handling different cultures (Aaker, 1997).

Caprara, Barbaranelli, and Guido claimed in their studies that the meanings of the adjectives included in five-factor BPS developed by Aaker were changeable. In other words, while an adjective had a different meaning for a brand, it can have a completely different meaning for a different brand. Therefore, they defended that the BPS developed by Aaker (1997) should be improved in this aspect (Caprara, Barbaranelli, & Guido, 2001).

According to the findings obtained from Kim, Han, and Park's study examining the role of brand personality on brand loyalty, brand personality has an indirect role on brand loyalty (Kim, Han, & Park, 2001).

Aaker, Martinez, and Garolera tested the BPS applied and developed by Aaker in USA by applying it in Japan and Spain to search whether brand personality becomes subject to change in case of different cultures. According to the research, one dimension in Japan and two dimensions in Spain were obtained, showing that brand personality differed from culture to culture (Aaker, Martinez, & Garolera, 2001).

In their book, Mark and Pearson integrated psychiatrist Carl Jung's archetype perspective with the marketing area and developed twelve brand archetype personalities. The authors express that archetypes have an important place in the creation of a strong and powerful brand identity since they have the ability to manage the perceptions of the consumers about the brand, to attract the consumers and to establish communication with the consumers. Besides, they claim that the archetype of a brand, which was able to create the desired effect, will be able to make the consumer loyal to the brand (Mark & Pearson, 2001)

Azoulay and Kapferer underlined that brand personality is clearly one of the sub-elements of brand identity in their studies. Claiming that Jennifer Aaker's brand personality definition is a very general one, they criticized the definition to be insufficient. Similarly, they claimed that Aaker's scale measured "perceived product performance" rather than the brand personality (Azoulay & Kapferer, 2003).

Austin, Siguaw, and Matilla researched if Aaker's (1997) BPS was "generalizable". As the result of the research, they concluded that Aaker's BPS was

not generalizable in case of a single segment such as a restaurant at “individual brand” level (Austin, Siguaw, & Matilla, 2003).

As the result of the study they performed, Freling and Forbes emphasized that brands having an impressive brand personality were able to position more associations related with the brand in the memory of the consumers and as a natural result of this condition, the brand equity became stronger. Furthermore, they reached the conclusion that in product segments, where the perceptions of consumers related with the brands were similar, the brand personality’s “differentiation” role was more dominant (Freling & Forbes, 2005a).

Venable, Rose, Bush, and Gilbert while other studies in the literature preferred to perform the personality analysis of the brands of profit focused institutions in general, the authors tested the brand personality on non-profit institutions such as charities. As a result of their studies, they indicated that non-profit institutions also had a brand personality, however they had differences from profit-focused brands in terms of the dimensions of the brand personality (Venable, Rose, Bush, & Gilbert, 2005).

Sweeney and Brandon developed and proposed the “interpersonal circumplex model”, which is based on a personality scale rooted in psychology science, as an alternative for the five-factor personality model. As a result of the performed research, it has been concluded that the scale was applicable to brand personality analysis studies and furthermore, it had a structure containing compatible traits that are capable of giving deep meanings to the brand personality (Sweeney & Brandon, 2006).

Geuens, Wejters, and Wulf accepted brand personality as a concept in the scope of brand identity, however, they emphasized that other elements related with brand identity should not be included in brand personality scales, that is, that a pure BPS should be created. Geuens et. al. (2009), taking the critics made for Aaker's BPS into considerations, developed a brand personality consisting of 5 factors and 12 items, which they claimed to be relatively more "easily applicable". The scale was majorly applied in Belgium on many brands and at the same time the validity and reliability of the scale was tested. However, the biggest limitation of the scale was that cross-cultural and reliability was applied basing on only one brand in nine European countries (Geuens, Wejters, & Wulf, 2009).

Florence, Guizani and Merunka searched the effect of brand personality on brand equity and sales promotions. As the result of the study, it was concluded that brand personality had a positive impact on brand equity and a negative impact on consumer promotions (Florence, Guizani & Merunka, 2011).

Romaniuk and Ehrenberg, in opposite to many researches claiming that brand personality had a feature facilitating awareness among the competitors and that consumers took brand personality into consideration during brand preference, expressed that they did not reach a conclusion supporting those two features of brand personality basing on the empirical study they performed (Romaniuk & Ehrenberg, 2012).

Su and Tong examined the effect of brand personalities in sportswear product segment on the brand equity using Aaker's brand personality model in their studies. As the result of the research, five dimensions were found to be the same as the Aaker's brand personality dimensions, and two different new dimensions were

obtained. However, it was emphasized that even if not all of the obtained seven dimensions, four brand personality dimensions had a significant positive effect on brand equity (Su & Tong, 2015).

In the study they performed, Liao, Wu, Rivas and Ju concluded that brand personality had a mediator role on the cognitive, experimental and marketing components of brand equity. However, at the end of the research, they concluded that brand personality had an indirect positive effect on brand equity (Liao, Wu, Rivas, & Ju, 2017).

2.7 The Place of Brand Personality in Related Concept

2.7.1 Relationship between Brand Personality and Brand Positioning

Brand personality is very closely related with many concepts related with the brand since it has a strategic importance in brand management. Hankinson and Cowking mentioned about five different stages constituting the branding cycle, and state that brand personality and positioning created brand proposition by combining their powers (Hankinson & Cowking, 1993, p.5). The way to convey a brand equity proposal that takes all benefits that can be obtained by the consumer from a brand into consideration passes through a well – positioned brand personality (Şahin, 2006, p.19).

Similarly, according to Batra et al., (1996) presenting a personality for the product and offering customer benefits to the consumers together with this personality is one of the seven fundamental positioning approaches applied frequently by the brands. Especially the authors relate the success of automobile brands sticking in the minds of the consumers using significant keywords for long years, with this

positioning strategy. Honda and Toyota brands positioning themselves as “economic” and at the same time “durable”, and BMW brand’s superior performance emphasize, provide a character for the product and are shown among the most successful examples of global automobile sector (Batra et al., 1996, pp.191-194).

According to Upshaw as presented in his book, brand personality and brand positioning are the two cornerstones constructing brand identity. If we consider a building to be constructed as a brand personality, then the foundation of the building is brand positioning. In other words, brand personality is a concept that is nourished from and that obtains power from positioning (Upshaw, 1995, p.187).

2.7.2 Relationship of between Brand Personality and Brand Identity

Brand personality is frequently handled as one of the components constituting the brand identity, which have vital importance (Upshaw, 1995, p.24, Azoulay & Kapferer, 2003, p.143, Aaker, 2014, p.168).

Aaker states that brand identity can be assessed and constructed with four different perspectives. Those four different perspectives are handled by the author as “product”, “company”, “personality” and “symbol”. When brand identity is observed from the personality perspective, brand personality concept is emerged. Brand personality strategy ensures that the interest of the consumer is easily gained and by this way, a communication link is established between the brand and the consumer, the benefits of the brand can be transmitted to the consumer and the consumers are capable of reflecting their own personalities through the use of the personality features of the brand they have (Aaker, 2014, pp.93-99). In other words, each personality feature transferred by the brand to itself being inspired by the personality

features of people, ensures that the brand has a more concrete place in the mind of the consumer.

2.7.3 Relationship between Brand Personality and Brand Image

The relationship between brand personality and brand image draws the interest of many researchers contributing to the literature by making studies about brands. Two concepts, brand personality and brand image, which have critical importance in marketing strategies, have been used in a wrong way, being interpreted as two concepts having the same meaning, since long years (Aaker & Fournier, 1995, p.391, Patterson, 1999, pp.409-416, Batra, Lehmann & Singh, 2009, p.83). Since brand personality has a strategic importance that is capable of associating many information on the brand in the consumer's mind, it can be confused easily with the brand image concept and it is considered that the concepts are used instead of each other (Şahin, 2006, p.26).

Since the relationship between two concepts was examined with approaches that are far from each other and since the researchers presented the relation in different ways in their models, the uncertainty between the brand personality and brand image concepts is continuing (Taşkın & Akat, 2012, pp.115-116). One of the points of view that tries to reveal the relation between two concepts in the most general way is that brand personality is one of the fundamental elements that has a role in the creation of brand image and that enriches the brand image (Plummer, 2000, p.29, Thakor, 1996, p.29, Patterson, 1999, pp.412-420, Biel, 1992, p.RC 9). In other words, the opinion that is jointly defended by the approaches that see brand personality as one of the cornerstones of brand image is that brand personality is a concept that has a narrower scope in comparison with brand image (Şahin, 2006, p.27). In addition to this general opinion, according to Heylen, Dawson, and Sampson

creation of brand image is a result of combination of powers of brand identity and brand personality concepts. (Heylen, Dawson, & Sampson, 1995). A point of view that is in opposite to this approach is Kapferer mentioning about brand personality and self- image as elements constituting the brand identity in its famous brand identity prism (Kapferer, 2008, pp.183-186).

In opposite to the studies examining brand personality in the scope of brand image or brand identity, Aktuğlu (2011, p.35) defines brand image as one of the cornerstones of brand personality.

According to Patterson, defining the brand personality and brand image concepts again is important in terms of making the differences between two concepts more significant and clearly explaining the relation between them. Originating from this opinion, the author, who reviewed the literature containing the brand personality and brand image concepts in depth, assesses brand personality as the “emotional responses” of the consumers to the symbolic associations offered by the brand and interprets brand image as the whole of perceptions of the consumers in relation with the brand (Patterson, 1999, p.419).

2.8 Brand Personality from the Consumer’s Perspective

2.8.1 Functional Benefit

Functional benefit can be defined as the whole of alternative benefits that can respond to the solution searches of the consumers for his/her concrete needs (Park, Jawarski, MacInnis, 1986, p.136, Uztuğ, 2003, p.151). The scope of those whole benefits including features such as “performance”, “quality” (Keller, 2008, p.195), “price” (Chandon, Wansink & Laurent, 2000, p.67), “reliability”, “durability” (Keller, 2001, p.10).

Park, Jaworski, and MacInnis (1986), have presented a model in the study they performed to categorize the types of benefits obtained by the consumers from brands. The types of benefits in that model are examined under three headings, namely as “functional benefit”, “symbolic benefit”, and “experimental benefit”. The final target of the value proposal offered to the consumer is to give direction to the preferences and desires of the consumers and to establish a link between the brand and the consumer (Borça, 2013, p.89).

Functional benefit is a more suitable benefit presentation strategy for the product segments, where the consumer does not act with emotional motivations in the purchase decision making process (Tosun, 2014, p.63). However, according to Garrison (n. d), although emotional motivations have priority in the purchase decisions of today’s consumer, the consumers also pay attention to functional values of the product in order to be sure of the correctness of their preferences.

[\(http://thebrandage.com/islevsel-ve-duygusal-marka-faydalarina-oncelik-vermek/\)](http://thebrandage.com/islevsel-ve-duygusal-marka-faydalarina-oncelik-vermek/)

The brand positioning strategies of brands must not be executed only on functional benefit basis. Obtaining support from both other benefit types and brand personality empowers the position of the brand in the market (Aaker, 2015, p.76). As a result of seeing the consumer as decision makers independent from their emotions, featuring the functional benefits of the product too much may result in serious problems in terms of preference of the brand (Aaker, 2015, pp.74-75). However, the high probability of use of similar functional benefit propositions by the competitors is the most important limitation of functional benefits (Aaker 2014, p.112). The functional benefits seem to be the features that are most easily remembered by the consumers, however they may not be the primary reason in the brand preference (Aaker 2015, p.75).

The information that the brand managers have about the desires, expectations of the target population, and especially about how they interpret the product/ service, provides an easiness for determining how to emphasize which brand benefit. For example, for a person, who has a kid, “safety” is a benefit with priority in car preference, while for a young businessman, “status” can be a benefit in the foreground (Öztürk, 2004, p.250).

Garrison (n. d) mentions that functional and emotional brand benefits must be integrated to each other in harmony and presented to the consumers as a “brand experience”. The author also mentions that emotional benefits have a role to give direction for the functional benefits (<http://thebrandage.com/islevsel-ve-duygusal-marka-faydalarina-oncelik-vermek/>). For example, the “heart-friendly” emphasize in the product positioning of Becel Margarine is an example of offering a blend of functional benefits and health promises (Tosun, 2014, p.63).

2.8.2 Emotional Benefit

Addressing the emotions of the consumer beyond the functionality of the product is a strategy that is preferred by many brands today. The emotional benefits are promises given to the consumer by the brands in relation with their “feeling themselves good” (Alemdar, 2012, p.241) Shaping the purchase decision of consumers by making them feel themselves special and different reflects the importance of emotional benefits in the consumer behaviors. According to Özman (2016), the most significant examples of this situation can be observed for the brand OMO. For long years, many brands in detergent category have featured benefits on functionality axis with an emphasize on price. But OMO brand, opposite to other brands, prefers to address the feelings of the consumers with slogan such as “dirt is good” (as cited in Tekkuş, 2016, p.77). In market segments, where it is difficult to

distinguish product properties and benefit promises, addressing the consumer in a different way such as OMO can make it easier to be realized among the competitors.

It is observed that the essence of emotional benefit is a kind of effort to prove specificity among the competitor brands. The “I’m worth it” slogan of the brand L’oreal Paris is among the examples, where emotional benefit is successfully emphasized (Öztürk, 2004, p.251).

Although the researches examining the attractiveness of benefits emphasized in the advertisements show that the ratio of emotional benefits impressing the consumer is less than that of the functional benefits (Aaker, 2014, p.113), it is seen that many of the brands use emotional and functional benefits together when the marketing strategies of the strong brands in the world are examined (Aaker, 2015, p.76). Because consumers believe that both benefits should be satisfied simultaneously (Tosun, 2014, p.67). Almost every functional benefit creates an emotion in the consumer (Aaker, 2014, p.113). Therefore, the use of emotional and functional benefits independently means a decrease of the power of the message that is wanted to be communicated, on the consumer (Tosun, 2014, p.67).

Briefly; the way to making the consumer loyal to the brand passes through focusing on emotions. While stimulating the emotions of the consumer, a good analysis to be performed on the feedbacks related with the emotions of the consumer on the brand by the brand managers will bring success (Bati, 2012, p.120).

2.8.3 Symbolic Benefit

Symbolic benefits consist of the whole of promises allowing the consumer reflects himself/herself to the outer world as (s)he wants (Aaker, 2015, p.77). For

example, a person wearing Beymen or Vakko can feel himself/ herself more cool and attractive thanks to the power of the symbolic benefits of the brand.

The effect on the preference of brands with symbolic meanings in the foreground by the consumers is the desire of the consumers for emphasizing the “social status” they are included in or being included in the upper social status group and reflecting this. In this case, what is purchased by the consumer is the emotion of belonging to a social group rather than a product/ service (Tosun, 2014, p.172).

The assisting role taken by symbolic benefits in reflecting the identity that the consumer idealized for himself/ herself, is shown among the reasons of attractiveness of the brand for the consumer (Aaker, 2015, p.78).

Although symbolic benefit and emotional benefit have some similar aspects, there are some points where they are absolutely separated. The first of those differences is that while symbolic benefit has a point of view centering around the “self-concept” term, emotional benefits are based on “emotions” (Aaker, 2014, p.117). Another difference is that the symbolic benefits have an emphasize on the “future” and the expectations in the future, while emotional benefits refer to “past” experiences (Aaker, 2014, p.117, Uztuğ, 2003, p.154).

If the brand identity has more than one benefit, the dominance of benefits in finding a place in the brand promises must be determined according to their degree of importance (Aaker 2015, p.79). In other words, in order to prevent a confusion in the consumers about the benefit having primary importance; the messages must be revealed by the brand managers clearly according to their degree of importance.

In the analysis of the target population to be addressed by the symbolic benefit, classical demographic classifications are not included. In those analysis,

features related with the psychology of the consumer such as “life style, personality and self-concept” are rather included (Uztuğ, 2003, p.154).

The only way to place a brand in the mind of the consumer with symbolic benefits is the success in having special meanings for the consumer. One of the most widespread examples of the strategy of messages having special personalized meanings is the brand personality. It is considered that the symbolic associations that the brand personality creates in the consumer ensures the differentiation between brands especially in the product segments having similar functions (Tosun, 2014, p.167).

2.9 Brand Personality from Consumption Perspective

2.9.1 Hedonic Consumption Approach

In today's societies individuals adopted the behavior of chasing pleasure and made it a kind of custom (Baudrillard, 2016, pp.93-94). The individual, who starts to assess “happiness” and pleasure as a whole in his/her mind, added the consumption activities in the scope of pursuit of happiness (Odabaşı, 2013, p.109).

The hedonic consumption is centered on emotional benefits. In hedonic consumption, the individuals want to have pleasure by maximizing the emotional benefits they will obtain as the result of the experience they had (Odabaşı, 2013, p.113). In other words, the pleasure obtained by the satisfaction they will have during brand preference has more importance than a functional benefit that will be obtained from the product for those individuals (Batı, 2015, p.142). Hence, thanks to the “multisensory” feature of hedonic consumption, that is its ability to target all five senses, an emotional connection is established between the consumer and the products / services (Hirschman & Holbrook, 1982, pp.92-93).

In the study they performed, Arnold and Reynold see shopping as a provider of communication with the environment among the reasons directing people to hedonic consumption, and emphasize that the relevant reasons are the “desire for socialization”, the desire of the individual to raise his/her morale, the desire to follow the trends of the season, the look for excitement in the shopping process, the desire to please the relevant person by buying gifts, the desire to feel himself/herself in gain by benefiting from discount periods (2003 , pp.91-92).

Hedonic consumption is encountered in the most significant way in experimental marketing activities. The concept restaurants in different parts of the globe address various emotions of individuals and offer them different experiences. For example, in “Sky Restaurant” in Belgium, the customers have the pleasure of eating at a height of 55 m in a crane (Batı, 2012, pp.31-32).

2.9.2 Utilitarian Consumption Approach

The type of consumption made with the motivation of the individual to meet his/her basic concrete needs is defined as utilitarian consumption (Kadıoğlu, 2014, p.21). Utilitarian consumption, which is interpreted as the whole of concrete benefits obtained as the result of consumption activity in another definition, is rather related with traditional marketing (Çelik, 2009, p.58).

While utilitarian consumption is defined with key words such as “usefulness”, “efficiency”, “functionality”, “necessity” in the research literature (Kop, 2008, p.73), in many advertisements today, it is observed that especially the utilitarian dimensions of the products are featured (İslamoğlu & Altunışık, 2013, p.67). The emphasize on the utilitarian values in the advertisement is obtained thanks to the functional features

of the products. Therefore, the reliability, performance, durability etc. of the product are frequently included in such advertisements (İslamoğlu & Altunışık, 2013, p.66).

While the needs of the consumer and the practical and functional gains (s)he will obtain from a product are being linked with utilitarian consumption, sensational and experimental key concepts are rather linked with hedonic consumption. That is, while a person, who is watching a documentary film makes a utilitarian consumption due to adding new information to his/her knowledge store and improving himself/herself, a person, who is watching a comedy movie makes a hedonic consumption due to having pleasant time by laughing (Lu et al., 2016, p.332).

Similarly, taking C vitamin supplement as a precaution against diseases during winter months is an activity, where utilitarian dimension is dominant, while having a test drive with a luxury car is an activity, where hedonic dimension dominates (Batra & Ahtola, 1990, p.168).

Ahtola criticizes the classification of consumption as hedonic and utilitarian claiming that each consumption behavior has both hedonic and utilitarian features in its nature (1985, p.8). Utilitarian and hedonic consumption motivations can accompany each other from time to time as in the case of using toothpaste, which has a tooth health protection feature and pleases the consumer by providing a freshness and a nice smell in the mouth (Batra & Ahtola, 1990, p.161).

As the result of the study performed on 24 different product classes, which classified the attitudes of consumers against the products in terms of hedonic and utilitarian dimensions, cooking oil and dish detergent came forward with their utilitarian dimensions and ice cream and expensive restaurants came forward with

their hedonic dimensions while, cars and jeans had a balance between both dimensions (Crowley, Spangenberg, & Hughes, 2009, p.246).

It is also important in marketing communication studies for whom the consumer takes the purchase decisions. In the study they performed, Lu et al., emphasized that the marketing experts should feature the utilitarian features more for the products purchased by the consumers for themselves and the hedonic features more for the products, which are purchased by the consumers for others (2016, p.340).

2.9.3 Symbolic Consumption Approach

Consumption has been subject to a meaning expansion in time and was not seen as a concept that is connected only with economy and has begun being interpreted as a phenomenon accommodating indicators and symbols (Bocock, 2009, p.13). All products offered in the market have a symbolic meaning, with which they remind themselves to the consumer for being purchased by the consumer (Levy, 1959, p.119). Baudrillard interprets this situation as the products adding new semiotic meanings to themselves. In other words, a washing machine can be interpreted as “comfort” and “prestige” in the mind of the consumer as well as being a product that is irreplaceable and that has functionality without an alternative (Baudrillard, 2016, p.89). According to Bocock, what is really consumed in symbolic consumption is not the purchased product, but the meanings that the consumer used instead of the objects (Bocock, 2009, p.118).

With the increase in the product and brand alternatives, the new consumer pays importance not only to what the product is used, but also to what the product means for him/her (Levy, 1959, p.118). In other words, the symbolic meanings that

the products may have can be one of the basic motivations in product preference by the consumers (Azizağaoğlu, 2010, p.41). The consumer integrates this meaning with his/her personal features and identity (Sutherland & Sylvester, 2000, p.112) and in fact purchases symbols together with the product (Levy, 1959, p.124). When the consumers prefer a car, bag, computer, telephone brand that they will purchase, in fact they also choose who they want to be and what kind of identity they want to present (Bocock, 2009, p.59). In this context, the brands have the role of aiding the consumer express their identities (Baran & Baran, 2014, p.173).

With a striking example he tells in his book, Zaltman (2004) explains the place of symbolic consumption in interpersonal communication. A grandson, whose grandfather is diabetic, drank Coca-Cola with this grandfather hiding from everyone else from time to time and this has been a valuable memory between the grandfather and the grandson. The activity of drinking Coca-cola that is performed hiding from others has become the symbol of an exciting and pleasant communication between the grandson and the grandfather in time (Zaltman, 2004, pp.265-266).

The messages and meanings of symbolic consumption are conveyed to the individuals through brands (Akyüz, 2015, p.19). In this respect, the brands give direction to the life styles of consumers with the symbolic messages they carry, and, in fact, the consumers purchase a life style for them with the brands they choose (Odabaşı, 2013, p.84).

It is considered that brands take two different ways in the process of communicating their symbolic features to the consumer. The first of those ways is featuring the prestige of the brand in marketing activities, and the second is emphasizing the important role of symbolic meanings of the brand in reflecting the

identity and personality (Bhat & Reddy, 1998, p.36). For example; Harley Davidson means the presentation of a life style, a complementary factor aiding the person exhibit his/her own image and identity in the eyes of its users. In this respect, it is much more than a vehicle used by the users when going from some place to another (Aaker, 2014, p.156). Therefore, it can be said that symbolic value perception is in the foreground for Harley Davidson brand users (Bhat & Reddy, 1998, p.40).

The symbolic value carried by a brand is shaped by the brand managers and interpreted by the consumer (Odabaşı, 2013, p.92). In this process, advertisements have an active role in the establishment of communication with the consumer through the communication of symbolic values with advertisements and ensuring that those values are interpreted by the consumer in the desired way (Eyice, İlbasmış & Pirtini, 2014, p.94-95).

Attention must be paid to the matter of being clearly understandable by the consumer while the brands are presenting their own value proposals. In other words, brand managers can transform the brand's positioning into a dysfunctional situation that does not have any value for the consumer while they are trying to make a clear emphasize on symbolic benefit or functional benefit on the consumer (Bhat & Reddy, 1998, p.40).

2.10 Measuring Brand Personality

2.10.1 Brand Personality According to Archetype Property

“Archetype”, which is expressed as prototype in its most basic meaning, is presented to the literature by Carl Gustav Jung (Tosun, 2014, p.100). Jung defines the type of image that accommodates the mythological motifs that are shaped thanks to collective unconscious as “archetype” (Jung, 2016, p.40-41). In other words,

archetypes reflect the value motifs that are shaped by the human beings since a very long time with a common language and that are inherited from generation to generation (Tosun, 2014, p.100). Sharing the belief of brand managers that archetypes have a high understandability and attractiveness since they are created as the result of a universal multi-directional contribution is great in the preference of archetypes by the brand managers as a way of establishing communication with the consumer (Baştürk, 2009, p.64). Mark and Pearson (2001) determined 12 different brand personality archetypes by applying Jung's archetype concept to the marketing area. The classification of twelve archetypes of Mark and Pearson, which are used as reference for many studies today, is given hereunder (Mark & Pearson, 2001):

Innocent: The mottos of brands having an innocent personality are generally built on having pleasure, relaxing and enjoying. However, those brands provide nostalgic flashbacks to the consumer with a childish innocence. In such type of brand personality, what is dominant is the philosophy of offering the product/ service that can be estimated and in general that are similar or stable, to the consumer.

McDonald's and Amway can be given as examples for the brands that successfully symbolize the innocent archetype.

Explorer: The brands, which prefer chasing freedom, and reflecting the individuality of people with their personality, are assessed in this archetype. The basic emotion that this archetype accommodates is the excitement and adventure search. Jeep and Starbucks are among the important brand representatives of archetype.

Sage: The search for the truth, knowledge and life-long learning are among the most significant properties of this archetype. The brands that have this archetype communicate with the consumers originating from the philosophy of informing the

consumers. Harvard University and Mayo Clinic are the brands that are identified with the sage archetype.

Hero: It is the brand personality archetype that triggers the ambition, power, bravery, success passions of the consumers and emphasizes that the people can succeed by reaching the top limit of their power capacities. The brand Nike has been giving one of the most successful examples of hero archetype since long years with its “Just do it” slogan.

Outlaw: Rising against traditions, rules, stereotypes and become rebellious are among the personality features accommodated by this archetype. Making the consumer feel powerful is the originating point of the presentation of the brands having this archetype personality. MTV and Harley- Davidson are among the strong representatives of outlaw archetype.

Magician: It is the archetype, in which the brands that position themselves by providing practical, miraculous recovery solutions for the problems of the consumers, are included. Sony, Calgon, Mastercard are global brands reflecting this archetype personality.

Regular Guy/Gal: In regular guy/gal brand archetype, simplicity and ordinariness themes are on the foreground. The brand promises, which intensely express that people can feel good in their natural condition, are among the characteristics of this archetype. VISA and Wrangler Jeans brands are included in this archetype category.

Lover: Since love is a feeling that continues for the entire life of the people, it is one of the archetypes, where the sincerest emotional connection is established between the brand and the consumer. The brands having this archetype frequently

send communication messages that will make the consumers feel themselves elite and valuable. Lover archetype personality can be encountered in Barilla, Hallmark and Jaguar brands.

Jester: It is the archetype where witty humor and entertainment factors designed being blended with intelligence constitutes the main theme. The most important representatives of this archetype personality, where humor, among the advertisement appeals, is generally preferred, are Snickers and Pringles brands.

Caregiver: It is the brand archetype that identifies happiness with caring for people and showing interest in them and exhibiting a personality that is unsparing help to people. The worldwide famous Volvo brand, which constructed its identity on “safety” concept is one of the most striking examples that can be given for caregiver archetype.

Creator: It is the type of archetype that is preferred by the brands, which blend its personality with innovation and creativity. M.A.C Cosmetics can be given as an example for the brands, which support the brand personality with creativity archetype.

Ruler: Keeping power under control, the wish for obtaining success and leadership are among the basic properties of this brand personality archetype. Ralph Lauren and Microsoft brand personalities congruent with this archetype features.

2.10.2 Jennifer Lynn Aaker’s Brand Personality Scale

Jennifer Aaker had the purpose of developing a “reliable” BPS based on a theoretical basis in her doctorate thesis study (Aaker, 1995, p.4). Originating from this target, the author adapted the five-factor personality model called as “Big Five” in psychology, (Aaker, 1995, p.4) and developed a BPS containing 42 different traits and consisting of five different dimensions. In the scale developed by Aaker in USA, there

are five different dimensions namely as “sincerity”, “excitement”, “competence”, “sophistication” and “ruggedness” (Aaker, 1995, pp.97-99).

One of the basic functions of brand personality is to ensure the recognition of the existence of the brand by the consumers. The personality adjectives used on the BPS shape the perceptions of the consumers at the brand recognition stage and by this way, support this function (Sözer, 2009, p.56). In her thesis, Aaker (1995) assessed worldwide famous brands according to the questionnaire results and classified them according to the degree of compatibility with the five different dimensions of brand personality. Aaker’s (1995) study results show us that the “Ruggedness” aspect of Levi’s and Nike has dominant personalities while MTV and Porsche came forward with their “excitement” personalities, CNN and IBM successfully reflect their personalities in “competence” dimension (Aaker, 1995, p.179).

Aaker’s BPS has been subject to studies in countries other than USA and the scale was tested in terms of reliability and validity in different cultures. Aaker et al., in their study in 2001 assert that BPS dimensions could change when it comes to different cultures (Aaker, Martinez, & Garolera, 2001). However, Aaker’s BPS has been subject to criticism in different angles. Austin et al., (1997) have reached the conclusion that BPS could not be generalized in case of a single product segment (Austin, Siguaw, & Matilla, 2003). Caprara et al., (2001) emphasized that the adjectives included in Aaker’s BPS can’t correspond to the same meaning for all brands, and therefore, it would be more appropriate to improve this aspect of the scale (Caprara, Barbaranelli, & Guido, 2001). Although it has been subject to many critics, Aaker’s BPS is included in the literature as one of the techniques for brand personality measurements that is being commonly used today.

2.10.3 Brand Personality Dimensions Perceived in Turkey

Aksoy and Özsomer (2007) applied the BPS developed by Aaker (1997) in Turkey and both determined the brand personality adjectives compatible with Turkish and revealed the brand personality dimensions perceived in Turkey. Aksoy and Özsomer (2007), after a series of preliminary researches, applied a questionnaire on 1200 people in Ankara, İstanbul, İzmir, Adana, Bursa and Trabzon provinces, which they selected as representatives for Turkey. According to the results of the study they performed, brand personality consists of four different dimensions in Turkey. Among those dimensions, “competence” and “excitement” are the same as the dimensions determined in USA, “androgyny” and “traditionalism” are dimensions that are specific to Turkey. However, in the comprehensive study that is performed, 39 brand personality adjectives specific to Turkey were obtained (Aksoy & Özsomer, 2007).

Table 1 *Brand Personality Dimensions Perceived in Turkey*

Competence	Excitement	Traditionalism	Androgyny
Good Quality	Humorous	Economic	Masculine
Professional	Fun	Modest	Rebellious
Successful	Cheerful	Traditional	Feminine
Who is very good at his/her career	Lively	Thrifty	Flashy
Reliable	Who enjoys life	Classic	
Prestigious	Sincere	Conservative	
Confidence	Independent	Family-oriented	
Pretentious	Nimble		
Well-known	Energetic		
Tough	Youthful		
Global	Young		
Consistent	Passionate		
Good	Sportive		
Original	Charming		

Source: Aksoy, L., & Özsoyer, A. (2007). Türkiye’de marka kişiliğini oluşturan boyutlar. Sakarya: Sakarya Üniversitesi İktisadi ve İdari Bilimler Fakültesi, p.13.

3. CONSUMER-BASED BRAND EQUITY DIMENSIONS AND BRAND PERSONALITY RELATIONSHIP

3.1 Consumer Based Brand Equity Concept

While the company value was being measured completely with tangible assets during the Industrial Period in 1960s, today, the power of intangible assets of the company is more than that of the tangible assets. For example, while many globally famous firms like Nike prefer manufacturing production without any factories belonging to them (Solomon, 2004, p.41), the value of brands of those companies are increasingly becoming priceless (Doyle, 2003, pp.389-390). Upon the recognition of brand equity in the brand management area, the society called “Coalition of Brand Equity”, which is involved in this subject, carried out studies on brand equity concept definition and scope in 1991 (Uztuğ, 2003, p.45, Feldwick, 1991, p.71).

It is observed that the definitions of brand equity, on which no agreement has been obtained on a single definition (Winters, 1991, p.70), are generally interpreted in the frame of two different perspectives. The first of those definitions is the finance-based brand equity definitions, and the other is the marketing-based equity definitions. While, in finance-based definitions, the value of the brand on the balance sheet is emphasized, in marketing-based definitions, the value intuited in the perception of the consumer in his/her mind and in his/her attitudes towards the brand is taken as basis (Keller, 1993, p.1). However, it is proposed that finance – based brand equity should be examined in the “brand value” concept in the literature (Feldwick, 1991, p.72).

In his article, where brand equity concept is examined in depth, Feldwick underlines that the brand equity definition consists of three different dimensions in

general. The first of those dimensions is the financial value of the brand, the second is the power of creating consumer loyalty, and the final one is the amount of introductory information included in the consumer's mind about the brand, that is the brand image in the consumer's mind (Feldwick, 1991, p.72).

All of the “added values” included in the structure of the brand are defined as brand equity (Farquhar, 1989, p.RC-7). According to Doyle (2003), brand equity is an investment made by a brand for the profits it will obtain in the future. However, since the brand equity has an important role in establishing a confidence-based relation with the consumer, it will positively affect the preference of the brand and will also prepare a strong ground for brand loyalty (Doyle, 2003, p.390).

Another definition mentions that the brand equity concept covers all assets that the brand has (Jones & Slater, 2003, p.236). However, Aaker (2009, p.34) emphasizes that those assets can be both “active” and “passive” and that those assets are closely related with the name of the brand. Furthermore, the brand equity concept operates in both directions and both provides value for the consumer and reinforces the relation between the consumer and the brand and provides value to the firm and enriches it (Aaker, 2009, pp.34-35).

Solomon (2004) states that brand equity is the difference between the value that an unbranded product will obtain from its consumer and the value that a branded product will obtain from its consumer. The value creating such difference has a considerable importance for the brand (Solomon, 2004, p.41).

According to Knapp (2002), the basis of brand equity concept is the whole of ideas obtained by the customer as a reflection of the experiences that the customer had with the brand before. Additionally, he emphasizes that components such as brand

reputation and customer satisfaction should be included in the measurement of brand equity (Knapp, 2002).

Farquhar (1989, p.RC-10) argues that for a brand to have brand equity depends on the condition of creation of three kinds of effects on the consumer. The first is to create a positive word of mouth flow in the target population with the quality of the product/ service provided to the consumer, in other words, to ensure that positive things are said about the brand. The second is to trigger the preference of the brand by creating the desired effect in the purchase decisions of the consumer. The last is to obtain consistency and harmony between the identity and the image that occurs in the mind of the consumer in order to establish a long period relation between the consumer and the brand.

3.2 Studies that Related with Consumer Based Brand Equity

There are many studies that contributed to the literature showing the elements constituting the dimensions of the brand equity. However, when the studies related with brand equity dimensions are examined, it is seen that many of them are designed basing on Aaker's (1991) and Keller's (1993) consumer-based brand equity models (Toksarı & İnal, 2012, p.77).

According to Keller (1993), the precondition for a brand to have CBBE depends on the recognition of the brand with a power to create sufficient associations in the mind of the consumer. "Brand Knowledge" is located at the focal point of CBBE approach, which Keller sees as the whole of reactions given by the consumers to the brand, while "Brand Awareness" and "Brand Image" concepts are called as key components of "Brand Knowledge". For a brand to create awareness of the consumer, the brand must be recognized and remembered by the consumer. Besides, a brand

image specific to the brand, which is a reflection of all brand associations, must be created in the consumer's mind (Keller, 1993).

Aaker asserts that consumer-based equity dimensions consisted of five different elements and defines those elements as “brand awareness”, “brand associations”, “perceived quality”, “brand loyalty” and “other proprietary brand assets” (Aaker, 2009, p.36).

The unarguable contribution of advertisements to the development of brand equity due to the creation of brand awareness of the consumer can be assessed as the common opinion reached by the brand equity models of both Aaker and Keller (Batra et al., 1996, p.319). The examination of brand awareness under two segments as “brand recall” and “brand recognition” is another point, where those two models meet (Aydın, 2009, p.47).

Biel (1992) defines brand equity as the “additional cash flows” provided by the brand due to the value provided by the consumer. According to the brand equity model developed by Biel, brand image is the basic element that creates and nourishes the brand equity. The author, who examined the brand image by dividing it into three different headings as “image of product”, “corporate image” and “image of user”, defines the other parameters contributing to the brand equity under a single heading as “all-non-image factors”.

Kamakura and Russell based brand equity in two different dimensions, namely “perceived quality” and “brand intangible value” in the study they performed in 1993 and developed a CBBE measurement method.

Park and Srinivasan (1994) assert that multi-attribute brand equity consists of two basic elements as “attribute – based” and “non-attribute-based”. As the result of

the study they performed, they reached the conclusion that non-attribute- based sub-dimension acted as major driver in the creation of brand equity.

In the brand equity scale developed by Lassar, Mittal and Sharma (1995), there are five different sub-dimensions, namely “performance”, “social image”, “value”, “trustworthiness” and “attachment”. In the section, where their research is assessed, they reach the opinion that price is an element related with brand equity, and at the same time, promotion is a major component enriching the brand equity.

Yoo, Donthu and Lee (2000) performed a study that analyzes the relation between some marketing mix elements and Aaker’s brand equity dimensions and the brand equity, in depth. As the result of the research, they reached the conclusion that there is a positive relation between brand awareness, brand associations, perceived quality and brand loyalty elements and overall brand equity.

Yoo and Donthu (2001) developed “multi step psychometric tests” in their study in order to present a new brand equity scale to the literature, for which validity and reliability are proven, being inspired from the brand equity models proposed by Aaker (1991) and Keller (1993). As the result of their studies, they defined a new brand equity model consisting of three dimensions. Those dimensions obtained in the research are “brand loyalty”, “perceived quality”, “brand awareness” / “brand associations”, respectively.

Vasquez, Rio and Iglesias (2002) took utility concept as basis in the CBBE scale they developed and examined brand equity in two different dimensions as “product utility” and “brand name utility”. Furthermore, they divided those two main dimensions into two separate sub-dimensions as “functional” and “symbolic”. Briefly;

they examined the brand equity by one – to – one relating it with the types of consumer benefit.

Pappu, Quester and Cooksey (2005), originating from Aaker's (1991) and Keller's (1993) CBBE models, developed a multi-dimensional scale by working on six different brands in car and television product segment, in which they included brand personality element. The results of the research support that they developed a CBBE scale that is compatible with Aaker's brand equity model.

As a result of the study, in which Guizani, Trigueiro and Valette-Florence (2008) developed a multidimensional brand equity scale for the French consumers, they presented a four – dimensional brand equity consisting of “brand loyalty”, “brand knowledge”, “perceived brand quality” and “social value” elements, to the literature.

Buil, Chernatony and Martinez (2008) applied the brand equity scale that they developed, in both England and Spain and tested the validity of brand equity model. In their study, in addition to the dimensions in the brand equity model developed by Aaker (1991), they included the elements of “brand personality” and “perceived value” and obtained a scale consisting of 6 dimensions as the result of the study.

In the research applied, Atilgan, Akinci, Aksoy and Kaynak (2009) selected two global brands, namely Coca – Cola and Mc Donald's and preferred “brand trust” instead of “brand awareness” element included in Aaker's brand equity model. In other words, in the brand equity model they designed, “perceived quality”, “brand loyalty”, “brand associations”, and “brand trust” elements are included.

Baalbaki (2012) applied both qualitative and quantitative methods in her doctorate thesis study. Taking the data obtained from the questionnaire participants,

Baalbaki developed a brand equity scale perceived in different dimensions, namely “quality”, “preference”, “social influence”, “sustainability” and “leadership”.

3.3 Aaker’s Consumer Based Brand Equity Model

The most recognized CBBE elements in the literature is led by David Aaker’s brand equity model (Aydın, 2009, p.46, Toksarı & İnal, 2012). According to Aaker (1991)’s model, brand equity is a bidirectional concept both with the benefits provided for the consumer and the contributions provided for the firm. Thanks to its feature of constructing confidence in the consumer, the brand equity is a source of motivation for the consumer being effective in the brand preference process (Aaker, 2009, p.35).

Brand equity increases the value of the firm every day through various ways. The first of those ways is the increasing cash flow to the firm as the brand equity increases. The second is the brand equity taking a major role in the creation of a loyal consumer base. And finally, it is a provider of competitive superiority, which is a strategic key that can be used for obtaining a leader position in the market (Aaker, 2009, pp.35-37).

Aaker’s brand equity model consists basically of five sub-dimensions (Aaker, 1991, p.16). Those components are given in the following figure by Aaker in the form of five different dimensions (Aaker, 2009, p.36).

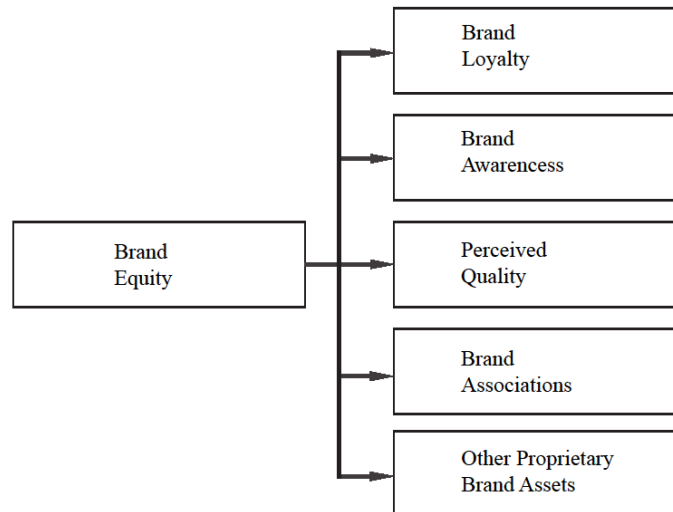


Figure 2: Aaker's Consumer Based Brand Equity Model

Source: Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free Press, p.17.

Brand loyalty, which is the first and most strategic element of Aaker's brand equity model, is at the same time among the creators of brand equity. The effort, time and money to be spent by the firm to obtain new customers is generally more than those to be spent for the loyal customers of the firm (Aaker, 2009, pp.35-37). Therefore, many firms both construct customer loyalty programs in order to create connections with the consumers, which are difficult to break, and try to increase the brand equity.

Brand awareness, which is another brand equity element, is an indispensable concept that is necessary for a brand to be included among the brand options that can be preferred by the consumer. In this process, during which the consumer is introduced first to the consumer, the confidence relation or the relation of lack of confidence will be constructed between the consumer and the brand, therefore, the

brand awareness stage can also be considered as the origin of brand equity (Aaker, 1991, p.19).

Perceived quality, which is the third element of brand equity, plays a determinative role especially in the purchase decisions of the consumer. At the same time, it is considered that a high-quality brand perception positively affects the loyalty of consumers to the brand (Aaker, 2009, p.38).

Brand associations, which is the fourth element of brand equity, can be considered as the foundation, on which the brand equity is constructed (Aaker, 2009, p.131). The symbols used by the brands can ensure the association of many emotions such as confidence, happiness, peace, etc. in the minds of the consumers and by this way, they are engraved in the memories and the preference of the brand can be increased in this way (Aaker, 1991, p.19).

The final component of brand equity, “other proprietary brand assets” accommodates assets such as the brand patent, distribution channel network, etc. Assets such as brand patent strengthens the brand equity as a natural shield protecting the brand against the unfair competition efforts of its competitors (Aaker, 2009, p.40).

According to Randall (2005), who has a criticizing approach for the Aaker’s brand equity model, there is no data proving the direct relation between the elements such as awareness, loyalty, association etc. elements, which Aaker asserts to constitute the brand equity model (Randall, 2005, p.39). The author, who did not just criticize Aaker’s brand equity model, also mentions that different researchers made brand equity definitions that are close to each other using similar elements basing on many literature studies (Randall, 2005, p.40). That is, in other words, Randall approaches the brand equity subject with a critical approach for all brand equity

definitions and measurement models. The originating point of Randall's (2005) critics is the opinion that a brand equity measurement model, whose "validity" and "reliability" have been proven, has not been developed, yet (Randall, 2005, pp.40-42).

3.4. Aaker's Consumer Based Brand Equity Model Elements

3.4.1 Brand Awareness

Brand awareness can be defined as a customer in purchase process perceiving a brand in a certain product segment in a significant way and being aware of it (Percy & Rossiter, 1992, p.264, Aaker, 2009, p.82). Although being aware of the brand is perceived directly as knowing the name of the brand, remembering the name of the brand clearly must not be considered as the only condition to decide that a consumer is aware of the brand, the awareness of the consumer about other elements recalling the brand shows that the consumer has awareness at a certain level (Percy & Rossiter, 1992, p.264).

According to the model explains the process of preference of the brand by the consumer, that Ehrenberg (2000) proposed with the abbreviation "ATR", the consumers reach a certain level of "awareness" for the brand, first through the advertisements. Thereafter, they prefer the brand in the process called as "trial" by the author and have their first experience with the brand. At the stage of "reinforcement", which is coded as the final stage, the consumer performs the behavior of purchasing that brand again and again (Ehrenberg, 2000, p.39). In other words, the point where the consumer is first introduced with the brand and where the process of preferring that brand has begun is accepted as "brand awareness".

The final purpose of brand awareness is to construct a bridge between the product class and the brand name and to help the consumer link this information in

his/her mind. In order to reach this target, effective brand awareness strategies have to be applied. Those strategies are given hereunder (Aaker, 2009, pp.93-94):

- the brand must exhibit a unique brand identity that distinguishes it from its competitors (Aaker, 2009, p.93).
- inclusion of a “jingle” or “slogan” that will catch the customer in the advertisements of the brand (Aaker, 2009, p.94, Keller, 2008, p.55).
- inclusion of “symbols” in the marketing communication activities in order to increase attractiveness (Aaker, 2009, p.94, Keller, 2008, p.55).
- using the traditional and digital media channels in an effective and active way (Aaker, 2009, pp.95-96).
- being frequently involved in various public relations activities such as “sponsorship” (Aaker, 2009, p.96, Keller, 2008, p.55).
- preferring to use a celebrity in the advertisement, who can be a reminder of the product group (Aaker, 2009, p.97).

Gregory (1993) indicates that many communication strategies are being used to create brand awareness in the consumers, however, originating from the fact that there is a direct proportion between the amount of investments made in advertisement and the increase of consumers’ brand awareness, it is concluded that advertisement has a major role in brand awareness (as cited in Rooney, 1995, p.51). In other words, the brands, who want to create consumer awareness above a certain level have to apply a strategy centering around advertisement. Besides, many different efforts such as integrated marketing communication supporting advertisement can contribute to the development of brand awareness (Taşkın & Akat, 2012, p.127).

3.4.1.1 Stages of Brand Awareness

Aaker (2009, p.83) classified the stages of brand awareness in the form of four stages and visualized them in the form of a pyramid. At the stage of “unaware of a brand”, which is the first step of the pyramid given in the Figure 3, the consumer is not aware of the existence of the brand, yet. In this process, for the brands to have a place in the memory of the potential customers, support must be obtained from various communication activities that will start the formation process of brand awareness (Elitok, 2003, p.105).

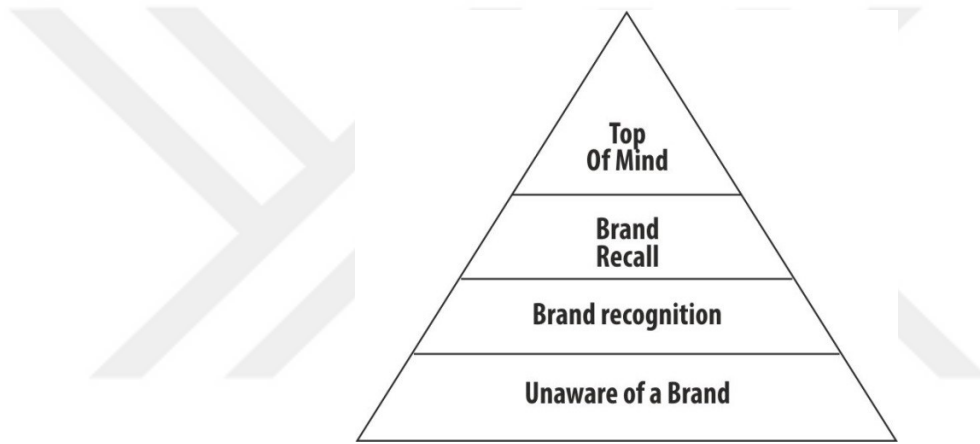


Figure 3: *Stages of Brand Awareness*

Source: Aaker, D. A. (2009). Marka değeri yönetimi: Bir marka isminin değerinden yararlanmak. İstanbul: Mediacat, p.83.

“Brand recognition”, which is the second stage of brand awareness, is a stage, during which a brand is recognized at minimum level by the consumers (Aaker, 2009, p.83). Brand recognition is defined as remembrance of any information related with the brand, which the consumers had before, by the consumer, in a way that is more significant than the information about the competitor brands. The direct association of “Lacoste” brand by the logo when a person sees a shirt with an alligator logo on it in a shop, where various brands are sold together, can be given as an example for brand

recognition (Tosun, 2014, p.204). Brand recognition measurement is performed by giving various cues to the potential customer about the brand and checking whether sufficient recall is obtained about the brand. This situation can be encountered especially at times of shopping for food related products. The consumers recognize the food brands and make their brand choices by obtaining support from the recalling elements of the brand such as symbols, logo, etc. (Percy & Rossiter, 1992, p.265).

The third level of brand awareness pyramid is called as “brand recall”. At this stage of brand awareness, the consumer is expected to remember the brand in the natural flow without giving any cues or without providing any help to the consumer (Aaker, 2009, p.83). At this stage, it is important that the recall happens before the purchase behavior (Percy & Rossiter, 1992, p.264). Although this recalling process, which occurs without any cues, is a stage that is some more difficult for the consumer in comparison with brand recognition stage, it is considered that the brands that can be recalled as more successful brands in comparison with their competitors (Aaker, 2009, p.83).

In the brand awareness studies performed, it has been seen that it is easier for the consumer to recognize the brand name in his/her mind than to recall the brand name (Heflin & Haygood, 1985, p.47). For the brand to take a directing role in the decisions of the consumer, the consumer must have reached the brand recall stage (Franzen, 2005, p.98). The ability of the consumer to recall the brand name without need for any recalling element, that is without any help, is more valuable than the stage of recognition of brand name by providing various cues to the consumer, that is with help support (Tosun, 2014, p.132). Because if the consumer recalls a brand himself/herself, it is considered as a sign showing that the consumer had an experience with that brand before and that (s)he can give a chance to that brand in the

future (Franzen, 2005, p.99). Due to such reasons, Rossiter and Percy (1987) support the idea in their study that, “brand recall” and “brand recognition” variables are predominantly used by the firms in the measurement of brand awareness (as cited in Holden, 1993, p.383).

In “Top of Mind”, which is the final stage of brand awareness, that brand is the first brand that is recalled by the consumer in that product group (Aaker, 2009, p.83). At this stage, the consumers are at a top perception and awareness level. Carrying the consumers at lower awareness levels to that level of awareness is one of the final targets of that the firms want to achieve (Elitok, 2003, p.104).

There are researchers asserting that brand awareness consists of two different stages as “brand recognition” and “brand recall” in their studies in the literature (Keller, 2008, p.54, Percy & Rossiter, 1992, p.264).

3.4.1.2 Competitive Advantages of Brand Awareness

The rise of consumer’s brand awareness to a certain level provides some “competitive advantages” to the brand. These are (Holden, 1992, p.10, Keller, 2008, pp.54-55):

1. The first of the most important roles taken over by brand awareness is to ensure the creation of a significant brand image in the mind of the consumer as the result of providing grounds for the formation of brand associations (Keller, 2008, p.54). While this created image causes the brands to be easily noticed among their competitors, the brand, which succeeds to obtain such differentiation in the consumer’s mind in the most remarkable way, becomes the “owner” of that product category (Holden, 1992, p.10). That is, those brands, who own the category,

have a unique brand image that remains in mind, and determines the rules of the game, which means other brands, who compete with that brand, have to determine their positions according to that brand (Carpanter & Nakamoto, 1989, p.298).

2. The high-level awareness of a brand allows it to have a place among the evoked set that can be preferred by the customer. By this way, the brand has the chance to be one of the alternatives in the brand preference process of the consumer (Keller, 2008, p.54, Alba & Chattopadhyay, 1985, p.347, Baker, Hutchinson, Moore, & Nedungadi, 1986, p.641).
3. With a brand catching a significant brand awareness level, it has an effective role in the purchase decision process of the consumers (Aaker & Day, 1974, p.286, Keller, 2008, p.55, Huang & Sarigöllü, 2012, p.98, Hoyer & Brown, 1990, p.147).

3.4.2 Perceived Quality

In today's competition environment, it is considered that the quality of the product or service is directly proportional to the success graphic of the brand (Moriarty, Mitchell, & Wells, 2012, p.69). In this case, the firms are paying an increasing importance to the quality perception of the consumer as a way to increase the brand equity in the eyes of the consumer (Atilgan, Aksoy, & Akinci, 2005, p.240.)

The capacity of the relevant product or service brand to respond certain needs of the consumers is called as "quality" (<https://asq.org>). For a brand to be called qualified, it must exceed a certain level of expectation of the consumer (Kotler & Keller, 2009, p.169).

According to Doğan (1991) quality, which is a holistic concept, consists of two different elements brought together, namely “objective quality” and “perceived quality” (as cited in Tosun, 2014, p.228). The essence of a real quality concept consists of offering an ideal output to the consumer at the end of all processes of a product from its production to its distribution. That is, the assessments related with real quality are performed in the frame of objective criteria such as performance, design, service (Tosun, 2014, p.228).

Perceived quality is the whole assessments reached by the consumer about the quality of a certain brand by taking both that brand and its competitors into consideration (Keller, 2008, p.195, Franzen, 2005, p.108). That is, even if the quality perception of each brand is different in the mind of the consumer, in fact the competitor brands have an effect in the process of shaping that quality perception. For example, for the brands in the automotive sector, the perceived quality of Mercedes brand is shaped with the effect of quality perceptions of its competitors such as BMW, Audi and Volvo.

The assessments for perceived quality are directly constructed on the basis of consumer perceptions, therefore, perceived quality is a “subjective” concept (Franzen, 2005, p.108, Tosun, 2014, p.228, Garvin, 1984, p.42) In other words, perceived quality is not a concept that is equivalent to the objective quality of a product. For example, a brand offering “zero defect” products to the consumer is directly related with its objective quality. Perceived quality is a concept that is completely shaped with the assessment criteria of the consumer, which have subjective priority (Aaker, 2009, p.106, Garvin, 1984, p.42). While objective quality is assessed by measuring whether a product or service has certain technical standards by using concrete data, perceived quality, as can be understood from its name, is assessed according to the

perceptions of the consumer (Zeithaml, 1988, pp.4-5). At the same time, objective and perceived quality are not assessed independently from each other in the consumer's mind and are perceived as a whole being linked with each other. However, negative opinions of consumers for perceived quality can shade the real quality of a brand (Tosun, 2014, pp.228-229).

It may be very difficult for the brands to positively change a damaged quality perception; therefore, it is necessary to shape perceived quality, which is one of the most important cornerstones of brand equity, with multi-directional strategic plans as of the starting of the establishment stage of the brand .Especially the criteria used by the consumers while making assessments related with perceived quality and the order of priority of those criteria have to be determined and the strategic planning has to be performed in line with this determination (İslamoğlu & Fırat, 2011, p.68).

“Performance” and “reliability” of the service or product provided by the brand are the two fundamental elements that the consumers take as basis in determining the value of the perceived quality (Aaker, 2009, p.107). Garvin asserted that product quality has eight dimensions and added “features”, “conformance”, “durability”, “serviceability”, “aesthetics” and “perceived quality” to the elements indicated by Aaker. In other words, he expresses perceived quality as one of the sub-dimensions of the product quality (Garvin, 1984, p.42).

When it reaches a certain level, perceived quality provides some advantages to the brand. These are (Aaker, 2009, pp.107-110):

1. Perceived quality has a significant effect on the inclusion of a brand in the list of purchasable of the consumers.

2. Perceived quality is one of the cornerstones of the positioning strategy, which is preferred to differentiate the brand from its competitors.
3. Perceived quality is among the brand equity elements, which play an active role in the success of extension strategies of a brand (Aaker & Keller, 1990, p.38).
4. The consumers may have belief in their minds that a qualified product or service can be expensive. Therefore, the brands, whose perceived quality is high, can sell products against a higher price in comparison with the other brands. As a result of this condition, the brands with a high perceived quality can obtain a high increase in their profits.
5. The perceived quality has a positive role on the profitability and market share of the companies (Jacobson & Aaker, 1987, pp.38-39).

The consumer has some significant cues that shape the quality perception related with each product or service group. (Aaker, 2009, pp.118-120). The cues used by the consumer as criteria for assessing quality are divided into two as “intrinsic” and “extrinsic” (Wheatley, Chiu, & Goldman, 1981, p.101). Olson and Jacoby (1972) indicate that the “intrinsic cues” are generally related with structural aspects of the product such as its functional properties, while “extrinsic cues” represent the cues other than its structural properties (as cited in Wheatley, Chiu & Goldman, 1981, p.101).

The research results show that, among the extrinsic cue elements, brand name and shop name affect the quality perception of the consumer and play a significant role on the consumer’s purchase intentions (Dodds, Monroe & Grewal, 1992, p.316). In addition to all those, the consumers take extrinsic cues as basis more than intrinsic cues while assessing quality. The reasons of this condition are the provision of criteria

that are easier to understand while the consumers perceive quality, the consumer does not have the time or sufficient information to assess the original quality of the product every time and it is difficult to assess quality until the consumption is concluded when the consumers purchase a product without a trial process (Zeithaml, 1988, pp.9-10).

3.4.3 Brand Associations

After it is understood that brand equity concept is an element having vital importance in brand management, it has been indispensable for the marketing experts to give a meaning to brand association concept and to prefer it as a marketing strategy (O'Cass & Grace, 2003, p.453).

Aaker defines brand association as any kind of information in the memory of the consumer reminding the brand to the consumer (Aaker, 2009, pp.130-132).

Brand associations have a key driver role in the formation of brand image and in the planning of a successful positioning strategy. Thanks to the associations brought together in the mind of the consumer, the consumers start giving a meaning to the brand and by this way the brand image occurs (Keller, 1993, p.3, Aaker, 2003, p.131, Tosun, 2014, p.208). In addition to all those, the brand recalls provide basis not only for image formation, but also for brand loyalty as the driver of purchase decisions of the consumers (Aaker, 2009, p.131). In the same way, Tosun (2014, p.208) characterizes brand associations as a kind of “sub-image”. In opposite to this opinion, Low and Lamb (2000, p.350) assert that brand associations have a multi-dimensional structure containing three different components, namely as “brand image”, “brand attitude” and “perceived quality”, in other words, that brand image is a sub-element of brand association.

Brand associations, which are among the cornerstones of brand equity, enrich brand equity in five different ways. These are (Aaker, 2009, pp.132-134):

1. Assisting a recall of information related with the brand in the consumer's mind,
2. Differentiating the brand name in the consumer's mind specifically,
3. Taking over an important determinative role in the brand preference of the consumer,
4. Establishing an emotional link between the consumer and the brand,
5. Supporting brand extension strategy in a positive way.

What is tried to explain briefly in five articles related with the role of brand associations on brand equity of Aaker, is that brand associations ensure that the brand name obtains a meaningful and unique place in the consumer's mind and if an emotional link can be established between the brand and the consumer that triggers the positive emotions, this would be a valuable concept that can be the source of motivation for the preference of the brand. For example, thanks to the positive recalls about quality that will be created in the consumer by the name and product origin of an Italian pasta firm, it can be frequently preferred by the consumers during purchase. In this case, the brand owes the consumer's noticing it significantly and preferring it to the associations ensuring its name to be identified with the quality concept (Aaker, 2009, pp.132-134).

For the brand to strengthen and have a permanent place in the consumer's mind by obtaining a sustainable success, the brand associations have to be subjected to a three-dimensional analysis process in the creation. Those analysis are process (Aaker, 2009, pp.181-188, Erdil & Uzun, 2010, pp.253-254):

- The analyses that the firm must perform on itself: A certain harmony must be obtained between the promises and benefit offers of the brands to their consumers and the product/ service performance they provide for the consumers. Especially in today's marketing world, the image perception on the brand in the mind of the consumer is most of the go beyond of the product or service. Therefore, it must be examined how effective on the consumer are the brand associations provided by the brand to the consumer. Because, the effort for changing the brand associations that do not create an effect in the desired way, is much more than the effort necessary for creating and presenting a new association.
- Analyses on the competitor firm: Being aware of the brand associations included in the positioning strategies of the competitors is important for the brands to be able to present brand associations that will differentiate them in the eyes of the consumers. Because, in positioning strategy, the more the things that competitor firms do not associate are emphasized, the greater the space that is filled in the positioning map in the consumer's mind, which was not filled by any other brand before and by this way the brand will have a place in the consumer's mind with a unique image.
- Analyses on the Target Market: The brands have to go beyond the efforts of creating a certain differentiation in the eyes of the consumers and must apply associations that reveal their strong aspects. In order to succeed this, both the associations that awaken certain emotions of the consumer and create a connection between the brand and the consumer

and provide a kind of value to the consumer, and the associations motivating the preference of the brand must be included. The market questionnaires, in-depth interviews and focus group studies to be held with the consumers will allow obtaining data for recognizing the target market and to develop appropriate brand associations.

According to Aaker (2009), the brand association types consist of 11 elements.

These are (Aaker, 1991, pp. 113-129):

1. Associations emphasizing a certain feature or property of the product: Presentation of functional features of the product to the consumer is one of the positioning promises that has been preferred frequently by the firms since long years. For example, the toothpaste firms support themselves with functional benefit theme associations such as “the best whitening” or “protection against dental cavities” in order to create reasons for purchase for the consumer. In this type of association, attention must be paid to the application of a positioning strategy with an association that the competitor firms could not notice before. Adding a new one to the existing associations may not bring the desired success. For example, being different from the “safety car” emphasize of Volvo, BMW’s bringing an association with “performance” theme to the foreground.
2. Associations related with the benefits promised to the consumer: The brands offer functional, emotional or symbolic benefits to the consumer in order to increase their preferability.
3. Associations related with price positioning: There is a price segment that each brand links with itself. For example, the associations that can

be linked with the price segment of Audi brand, hence the luxury concept, are different from the associations of an automobile brand in a lower price segment.

4. Associations related with the use of the product: Knowing the time interval during which a product will be preferred and used frequently by the consumers is important in terms of planning the marketing activities in the correct direction in strategic point of view and to create the desired association effect on the consumers.
5. Associations emphasizing the image of the user: One of the most successful strategies for drawing the attention of consumers to the relevant brand is to present the brand by giving place to a certain user image.
6. Associations related with the origin of the product: Some countries have exhibited an image that they are successful in the production of some products and succeeded to transmit the necessary association to the consumers. For example; in general, the German brands are linked with automobiles and French brands are linked with cosmetics.
7. Associations targeting the competitor and predominantly containing comparisons: It is a type of association encountered in advertisements that contain comparison or that are implied, that is where two brands are compared.
8. Associations related with the product class: It may be necessary to include associations featuring the product group in accordance with the conditions of the market, where some brands are included. The brand 7-Up has succeeded to apply the “Uncola” association strategy with the

“thirst-quenching” motto for years and has obtained a successful positioning.

9. Associations linked with brand personality: The brands include symbols such as a certain personality, identity and life style that can be sources of motivation for the purchase decisions of consumers by identifying themselves with those in their advertisement campaigns.
10. Associations supported a celebrity endorsement: In this type of associations, it is the basic strategy to feed the image of the brand by using the associations in the image of the celebrity in the advertisement. An example of this strategy is Nike brand, which had Micheal Jordan in the advertisements in the previous years and reached incredible numbers in basketball shoe sales.
11. Associations emphasizing the nonphysical attributes of the product: The associations that create a significant perception in the consumer especially in relation with high quality are included in this group. For example, the advanced technology used for Zeiss glasses transfers glass quality perception to the sun glasses product segment and ensures the sale of products at high price.

Keller (1993) divides and classifies brand associations in three subcategories namely as “attitudes”, “benefits” and “attributes”. In the Literature, it is considered that Keller (1993) re-classified the brand association types of Aaker under new main headings (Tosun, 2014, p.214).

3.4.4 Brand Loyalty

It is the final target of many brands to have a high ratio of loyal consumers by establishing a permanent emotional communication link with their consumers, by increasing their preference percentages (Kotler & Keller, 2009, p.178).

According to Oliver (1997) a brand consistently winning the decision-making process of consumers among many competitor firms in the market is called as brand loyalty (as cited in Toksarı & İnal, 2012, p.96).

Brand loyalty is defined as maintaining the consumers by a service / product brand in a process that has sustainability and continuity (Selvi, 2007, p.1).

According to Uztuğ, brand loyalty is the symbol of how much the consumer believes in a brand and at the same time, it is the greatest reputation element proving the power of the brand (Uztuğ, 2003, pp.33-34).

Being different from other brand equity components, brand loyalty is an important strategic weapon since it has such a great power that it can prevent the inclusion of new actors in the market, to which the brand belongs, and at the same time, since it has a direct relation with the purchase of the product or service of the brand (Uztuğ, 2003, p.34, Aaker, 2009, pp.58-61).

Brand loyalty has a vital importance in brand management since it has a positive role on brand equity (Ar, 2007, p.103). But the important matter to be paid attention in relation with loyalty is that loyalty for a brand nourishes the brand equity when it is for the brand, but when the loyalty is for a product or service, it is not possible to mention about a condition related with brand equity (Aaker, 2009, p.62).

One of the most commonly accepted definitions of brand loyalty belongs to Jacoby and Keyner (1973). According to this definition, brand loyalty is the ability to

ensure the preference of the consumer for the product or service offered by the brand after the psychological assessment process that develops in a “non-random” way, and thereafter to ensure the continuation of the purchase consistency and attitude (Jacoby & Kyner, 1973, p.2). In addition to this definition; Tucker (1964, p.33) asserts that in order to accept a brand as a brand, to which the consumers are loyal, it must be purchased by the consumers thrice or more than thrice. For example, brands such as Harley Davidson and Apple successfully offer symbolic values to the consumers and trigger some emotions of them and by this way, they are leading among the continuously preferred brands. Especially Apple has a high percentage of re-purchase among its consumers (Sharp, 2016, pp.124-125).

Although the current brand loyalty measurements are performed basing on purchase frequency in recent years, the basic criterion that should be taken as basis for brand loyalty measurement is whether price is an important determinative element in purchase decision of the consumer. In other words, the main measurement criterion for loyalty is whether the consumer prefers that brand without regard to the price of the product or service (Uztuğ, 2003, p.34). That is, the sensitivity of a consumer, who is loyal to that brand, to price is generally low (Taşkın & Akat, 2012, pp.131-132).

3.4.4.1 Brandy Loyalty Stages

It is observed that there are many different approaches in the literature in terms of dividing the loyalty of the consumer for the brand (Taşkın & Akat, 2012, p.136). The models that are most commonly used in the literature are the two brand loyalty models of Aaker (1991) and Dick and Basu (1994) (Tosun, 2014, p.251).

In Aaker’s brand loyalty prism given in the following figure 4, the loyalty for the brand is examined in five different segments (Aaker, 2009, pp.59-60):



Figure 4: *Aaker's Brand Loyalty Prism*

Source: Aaker, D. A. (2009). Marka değeri yönetimi: Bir marka isminin değerinden yararlanmak. İstanbul: Mediacat, p.59.

At the first level that is located at the bottom of brand loyalty prism, the consumer is completely far from the attitude that is loyal to the brand. The consumers, who developed maximum sensitivity to the discounts made, are included in this segment. At the same time, the consumers at this step may not prefer a brand, which they preferred once, in their next shopping.

The basic motivation source in the purchase behaviors of the consumer group that is included at the second level of brand loyalty is the habit feeling. Although they do not have any tendency for a special effort to leave the brand they prefer, they can give up the habit for the brand they consume as a result of the aggressive marketing strategies applied by the competitor brands and with the power of the attractive benefit offers they will provide.

At the third level of brand loyalty prism, the consumers do not feel any dissatisfaction for the brand they are using. The consumer in this segment is aware of

both the material and immaterial losses that will occur as the result of a probable brand change. The consumer may consider changing the brand only upon competitor firms promises having the power to compensate the losses to be encountered by the consumer in this group.

The consumer group at the fourth level of brand loyalty has a significant sympathy for the brand. Thanks to the emotional communication link established between the consumer at this level and the brand, the brand has a position in the consumer's mind that the consumer can't easily give it up.

At the top level of brand loyalty prism, links that are very hard to break have occurred between the brand and the consumer. At the same time, the consumer profile at this segment has a very high loyalty and sense of belonging for the brand. The brand symbolizes a certain life style in the mind of the consumer rather than a name responding to the needs and requests of the consumer.

Aaker examined the brand prism in five different dimensions, however, he underlined that those segments can't be separated from each other with sharp borders every time, and that it is possible to encounter different consumer types other than the indicated prototypes (Aaker, 2009, p.60).

In Dick and Basu's (1994) brand loyalty model, where it is linked with repeated purchase attitude of the consumer, consumers at four different loyalty levels are mentioned (Dick & Basu, 1994, pp.101-102, Tosun, 2014, pp.252-253):

1. Loyalty: The consumers included in this group both have positive feelings for the brand and repeatedly purchase the brand. That is, the consumers loyal to the brand at the top level both love and trust in the brand as if it were a friend of them and continue purchasing that brand.

2. Latent Loyalty: In this type of brand loyalty, the positive attitudes of consumers for the brand has not been sufficient to direct them to purchase that brand at a certain level. In this type of loyalty, it is seen that the sympathy felt for the brand does not have an effective role on the decision-making behavior of the consumer. For example, an individual can have sympathy for a luxury car brand, however, can't exhibit the attitude of purchasing that brand due to economic reasons.
3. Spurious Loyalty: Although the consumers do not have positive attitudes in relation with the brand, they purchase the brand repeatedly. However, since the reasons of preference of the brand are not based on an emotional or symbolic motivation, the consumer is susceptible to the attacks of the competitors. A significant emotional link can be established between the consumer and the brand thanks to various marketing activities that are applied against those attacks.
4. No Loyalty: The consumers in that segment have not developed any sense of loyalty for the brand. The first of the reasons of this condition is the inability of the brand in leaving a positive impression on the consumer, the second is the preference of the brand by the consumer at a low ratio and the third is the insufficient planning and application of positioning and marketing communication efforts in the organizations.

3.4.4.2 Approaches for the Measurement of Brand Loyalty

Since brand loyalty is a complex concept, there are different approaches in the literature both for its definition and for its measurement (Bowen & Chen, 2001, p.213, Javalgi & Moberg, 1997, p.216, Selvi, 2007, p.32, Ha, 1998, p.51).

In the literature, the measurement of brand loyalty is generally handled in three different perspectives (Bowen & Chen, 2001, p.213, Javalgi & Moberg, 1997, p.216, Selvi, 2007, p.32, Uncles, Dowling, & Hammond, 2003, p.295, Erdil & Uzun, 2010, p.180). The first of those perspectives is the “attitudinal approach” (Chaudhuri & Holbrook, 2001, p.81, Bowen & Chen, 2001, p.213, Day, 1969), the second is the “behavioral approach” (Bass, 1974, Bowen & Chen, 2001, p.213) and the third is the “composite approach” (Bowen & Chen, 2001, p.213, Javalgi & Moberg, 1997, Uncles, Dowling, & Hammond, 2003).

According to the behavioral approach, the most important criterion of whether a consumer has loyalty for a brand is the exhibition of consistently repeated purchase behavior of the consumer (Selvi, 2007, p.33, Taşkın & Akat, 2012, p.135, Tosun, 2014, p.244). In other words, the consumer has to exhibit repeating concrete behaviors in order to be able to mention about loyalty for a brand (Tosun, 2014, p.244, Selvi, 2007, p.34). Attitudinal brand loyalty measurement model is based on the in-depth analysis of the purchase behavior of the consumer. While the firms are measuring brand loyalty on behavioral basis, they use three types of methods. These are (Aaker, 2009, p.63):

1. Re-purchase rate: It is the method of measuring loyalty, where it is determined whether the consumer of a brand will prefer it again. For example; it is measuring the ratio of consumers, who are iPhone telephone users and who prefer iPhone again as the telephone brand.
2. Purchasing percentage: It is the calculation of the percentage of preference of certain brands by the consumer in his/her recent shopping in a certain product segment.

3. The number of different brands preferred in a product segment: If explained on an example, it is the in –depth analysis performed on the amount of consumer, who purchased continuously the same brand in recent period shopping, and the amount of consumer who purchased two or three different brands in a certain product segment.

The point, where behavioral approach is generally found insufficient in the literature is the uncertainty of the motivation of repurchase behavior of the consumer (Dick & Basu, 1994, p.100, Selvi, 2007, p.35). For example, a hotel can be preferred by many customers since it is close to the city center, however a hotel that is close to the center can at the same time apply an affordable price strategy and transfer the customers of the other hotel (Bowen & Chen, 2001, pp.213-214). In terms of preventing the brand's encountering such negative conditions, it is important to assess the motivations of actions of the consumer.

Attitudinal approach, being different from behavioral approach, which accepts the purchase behavior of the consumer as a condition, centers around the past experiences, opinions and feelings of the consumer in relation with the brand (Tosun, 2014, p.244). That is, attitudinal loyalty is a concept linked with the connection between the brand and the consumer as the purchase intention of the consumer for the brand, the consumer's satisfaction about the brand and recommending the brand to other consumers (Selvi, 2007, p.36). For example, even if a person can't stay at a hotel in a luxurious segment for his/her economy due to economic reasons, (s)he still can recommend this hotel to other people. Even if the aspect of attitudinal approach separating from behavioral approach in the most significant way is not the preference of a brand in the past, it is a type of loyalty paying attention to conditions such as

positively talking about the brand or recommending the brand to others (Bowen & Chen, 2001, p.214).

“Composite Approach”, which is the third basic approach, is defined as a synthesis of both the behavioral and attitudinal loyalty dimensions of the consumer. (Tosun, 2014, p.245). In other words, it is a brand loyalty approach that integrates the purchase behavior of the consumer with all feelings the consumer experienced with the brand (Selvi, 2007, p.39). Taking both behavioral and attitudinal dimensions in the brand loyalty measurement ensures that the brand loyalty of the consumer is healthily assessed by the firms (Day, 1969, p.30).

3.5 Relationship between Consumer Based Brand Equity and Brand Personality

Today, the value of the intangible assets of a brand are accepted as an assessment criterion in the measurement of the success of the brand as much as the value of its tangible assets. Clarification of whether intangible assets such as brand personality, which have a great importance in the sustainable success of the brand, have an effective role on brand equity through researches is important in terms of correct planning and conclusion of marketing strategies (Ahmad & Thyagaraj, 2014, pp.19-20).

Brand personality is generally assessed as an element that supports the creation of brand equity and that enriches the brand equity (Batra et al., 1996, p.317, Keller, 1993, p.9).

Furthermore, Aaker (1996b, p.105) interpreted brand personality as one of the sub-elements of brand associations and presented brand personality as one of the ten criteria that have a role in the process of brand equity formation.

Aaker claims that brand personality supports the formation of brand equity with three different functions. The first of those functions is that the brand personality takes the role of expressing the personalities and identifying the identities of the consumers. The second is to ensure a type of communication between the consumer and the brand and the final one is being a kind of spokesman for the functional promises of the brand (Aaker, 2014, p.171-187).

Besides the literature information showing that the brand personality strengthens the brand equity and adds a meaning to it (Keller, 1993, p.9), there are also studies that examine the relation between the dimensions of the brand personality and the elements of brand equity.

The researchers handled the brand equity elements one by one and examined the relation of brand personality with the brand equity elements. In the study of Freling and Forbes, it has been concluded that brand personality is a concept that enriches and supports brand associations (Freling & Forbes, 2005b, p.148). In addition to all those, in a research examining the relation between the perceived quality and brand personality, it is emphasized that brand personality is one of the key drivers in the formation of the perceived quality in the consumer's mind (Ramaseshan & Tsao, 2007, p.458). Furthermore, there are studies in the literature, which reveal findings supporting that brand personality has an effective role on the consumer's brand loyalty (Fournier, 1998, p.343, Kim, Han, & Park, 2001, Brakus, Schmitt, & Zarantonello, 2009, p.65).

Besides the studies handling brand equity elements one by one and examining the relation between them and the brand personality, studies that handle the brand equity in a holistic way and examine its relationship with the brand personality are

also encountered (Florance, Guizani, Merunka, 2011, Su & Tong, 2015, Liao, Wu, Rivas, & Ju, 2017). As the result of the study by Florance, Guizani, & Merunka when examined at aggregate level, it is concluded that the effect of brand personality on brand equity positive (2011, p.27). In the study of Su & Tong, some dimensions of brand personality is more dominantly and directly effective on the brand equity in comparison with other dimensions (2015, p.124). In the study of Liao at al., brand personality has an indirect, even if not direct, effect on brand equity (2017, p.14).



4. RESEARCH FOR UNDERSTANDING THE ROLE OF BRAND PERSONALITY ON BRAND EQUITY

4.1 Purpose and Scope of the Research

Since there is a small number of studies examining the relationship between the brand personality and brand equity in the literature (Su & Tong, 2015, p.128), the basic purpose of this study is to reveal the role of brand personality perceived by individuals on the brand equity through a research to be performed on three brands, which are sale leaders of the last six months of 2017 in the automotive sector. Furthermore, the determination of the predominant dimensions of the personalities of the three studied brands and which brand's consumer-based brand equities relatively dominate on the others are among the other purposes of the study.

4.2 Limitations of the Research

The main limitations of the research are given hereunder:

- The target population, to whom the questionnaire is applied, is kept limited with the automobile users at Samsun city center due to time and budget limitations.
- The research is performed taking as basis the Renault, Fiat and Volkswagen automobile brands, which have the first three ranks in January – July 2017 Domestic Imported Retail Sale List, which is accessed on the Internet page of Automotive Distributors Association. (http://www.odd.org.tr/web_2837_1/neuralnetwork.aspx?type=36)
- The only limitation applied for the inclusion of the participants, who would answer the questionnaire, is asking them to select the automobile brand, which they use, and to assess it, because in order to

measure the brand loyalty, which is one of the brand equity components, they must have purchased that brand before and lived a “use experience” with that brand (Aaker, 2009, p.61).

- Although “Other registered brand assets” is one of the five different elements of the consumer-based brand equity model developed by Aaker (1991), taking into consideration that it would be difficult for the consumers to assess this element, it is kept out of the scope of the research. In other words, the second part of the questionnaire scale is created basing on brand awareness, brand loyalty, perceived quality and brand associations, which are included in Aaker’s (1991) brand equity model.

4.3 Research Type and Data Collection Method

The researches that are performed with the purpose of revealing the relationship between the variables and researching certain generalizations are called “descriptive researches” (İslamoğlu & Alnıaçık, 2013, p.40). The model that is created for the purpose of the research is shaped basing on the model variables and the relationship between the perceived dimensions of brand personality and the brand equity components is examined. Therefore, the research can be assessed as a descriptive research.

Face to face questionnaire technique, which is one of the quantitative research methods, is preferred as the data collection method of the research. With the used questionnaire technique, the role of the dimensions of the brand personality perceived by the automobile users on the brand equity is researched.

4.4 Research Model and Hypothesis

The research model, visuals of which is given hereunder, is developed in line with the information obtained as the result of the literature review performed in the first two sections of the thesis. In the model, the dimensions of brand personality are included as independent variables and the brand equity components are included as dependent variables. The relationship between the variables indicated in the model will be assessed according to the results of various statistical tests.

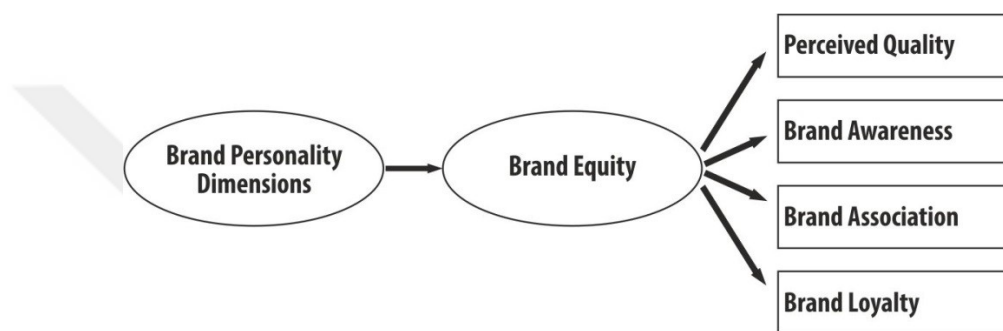


Figure 5: *Research Model*

Source: Su, J., & Tong, X. (2015). Brand personality and brand equity: Evidence from the sportswear industry. *Journal of Product & Brand Management*, p.127.

The hypothesis of the research is as follows:

H1: Renault 's brand personality is positive related to Renault' brand equity.

H2: Fiat's brand personality is positive related to Fiat 's brand equity.

H3: Volkswagen's brand personality is positive related to Volkswagen's brand equity.

H4: Brand personality is positive related to overall brand equity.

4.5 Structure of the Questionnaire Form

A single questionnaire form consisting of 3 sections containing the research questions of the study and a total of 67 questions is prepared. (See Appendix 1). The questions are prepared in 5 Likert scale and closed – end question format to provide facilitation in answering and analysis. In the first section of the research, the scale consisting of 39 personality adjectives, which is adapted to Turkish language and Turkish culture by Aksoy and Özsoy (2007) from Jennifer Aaker's (1995) "Brand Personality Scale". The second part of the research is prepared by using the scales that are used in the studies performed in relation with consumer-based brand equity included in the literature. The questionnaire questions of the second part consist of 20 different propositions related with brand equity components.

In the second part of the questionnaire form, for the scales related with brand awareness, the studies of Aaker (1996), Chen (2010), Liao and Wu (2017), Yoo and Donthu (2001), Su and Tong (2015), Toksarı (2010) are used. The scales used for perceived quality dimension are prepared making use of the studies of Aaker (1996), Baalbaki (2012), Liao and Wu (2017), Yoo, Donthu and Lee (2000), Su and Tong (2015), Pappu, Quester and Cooksey (2005), Buil, de Chernatony and Martinez (2013). In the part related with brand associations the scales of Aaker (1996a), Aaker (1996b), Su and Tong (2015), Keller (1993), Liao and Wu (2017) Buil, de Chernatony and Martinez (2013) in the literature are used. The expressions related with brand loyalty, which is the last component of brand equity, are used making use of the studies of Aaker (1996), Yoo, Donthu and Lee (2000), Su and Tong (2015), Liao and Wu (2017), Pappu, Quester and Cooksey (2005), Delgado-Ballester and Munuera-Alemán (2005).

In the last part of the research section, there are six questions for determining the demographic properties of the target population.

4.6 Resolution and Interpretation of Data

Before the data analysis, Kolmogorov – Smirnov test is applied in order to determine the compatibility with parametric test methods and to determine the methods to be used in the analysis. The tabulated form of normal distribution test results is given hereunder.

Table 2 *Kolmogorov-Smirnov Normal Distribution Test*

	Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Kolmogorov-Smirnov Z	2,301	1,939	2,167	1,823	1,976
P	0,075	0,141	0,238	0,347	0,451

According to with the results of the performed test, since $p > 0,05$, it is determined that the research variables exhibited a normal distribution, and, in this frame, it is preferred to use parametric test methods in the data analysis.

4.7 Research Findings

4.7.1 Reliability Analysis

4.7.1.1 Brand Personality Scale Reliability Analysis

In this research, Aksoy and Özsoy 's (2007) brand personality scale reliability and construct validity are re-analyzed. In the pilot study applied on 60 people, the Cronbach Alpha value of the reliability of the scale is determined as 0,976. When the item is deleted, the reliability analysis and item analysis are given in the following table.

Table 3 *Reliability Analysis of the Brand Personality Scale when the Item is Deleted and Item Analysis*

Items	Item Total Correlation	Cronbach's Alpha if Item Deleted
Good Quality	,829	,975
Professional	,754	,975
Successful	,807	,975
Who is very good at his/her career	,809	,975
Reliable	,833	,975
Prestigious	,785	,975
Confidence	,874	,975
Pretentious	,732	,975
Well-known	,727	,975
Tough	,823	,975
Global	,759	,975
Original	,777	,975
Good	,677	,976
Consistent	,711	,976
Humorous	,769	,975
Fun	,820	,975
Cheerful	,807	,975
Lively	,797	,975
Who enjoys life	,916	,975
Sincere	,765	,975
Independent	,846	,975
Nimble	,882	,975
Youthful	,849	,975
Energetic	,907	,975
Young	,867	,975

Passionate	,885	,975
Sportive	,653	,976
Charming	,780	,975
Economic	,416	,977
Modest	,411	,977
Traditional	,618	,976
Thrifty	,455	,977
Classic	,572	,976
Conservative	,590	,976
Family-oriented	,504	,976
Masculine	,549	,976
Rebellious	,595	,976
Flashy	,571	,976
Feminine	,346	,977

Descriptive factor analysis method is applied to reveal the construct validity of the brand personality scale using the data obtained from the sample group. As the result of the performed Barlett test ($p=0.000<0.05$), it is determined that there is a relationship between the variables included in factor analysis. As the result of the performed test, it is determined that the sample size ($KMO=0.962>0,60$) is sufficient for the application of the factor analysis. In factor analysis application, Varimax method is selected to ensure that the structure of the relationship between the factors remains the same.

Büyüköztürk defines factor loading value as a statistical term showing the relationship between the items and the factors. (2017, p.134). Factor loading value being 0,45 and more, and the value between two high values being 0,1 and more show a good criterion that is acceptable for the choice, however, the factors, whose eigen value is 1 and more must be taken into consideration in factor analysis. (Büyüköztürk,

2017, pp.134-135). In this study, factor loading value is taken as 0,5 and more, the difference between two high values is taken as 0,1 and more, and eigen value is taken as 1 and more. As the result of the factor analysis, the variables are gathered under four factors, which have a variance of 70.837%. Since “Well-known” item is same loading, and since “Feminine” item constitutes a single item factor, they are deleted. “Cronbach Alpha” which is an internal consistency coefficient variable, is calculated in order to calculate the reliability of the 37 items that remained on the scale. The general reliability of scale alpha is found to be =0.972, which is very high. According to the alpha found for reliability and the explained variance value, the brand personality scale is determined to be a valid and reliable tool. The factor structure that is constituted for the scale is given in the following table.

Table 4 *Brand Personality Scale Factor Structure*

Dimension	Item	Factor Loadings	Explained Variance	Cronbach's Alpha
Competence (Eigenvalue=19.801)	Successful	0,824	26,003	0,963
	Reliable	0,821		
	Good Quality	0,813		
	Professional	0,786		
	Who is very good at his/her career	0,779		
	Prestigious	0,756		
	Tough	0,728		
	Good	0,703		
	Confidence	0,682		
	Pretentious	0,651		
	Original	0,649		
	Global	0,605		
	Consistent	0,576		

Excitement (Eigenvalue =3.246)	Cheerful	0,822	23,722	0,974
	Sincere	0,801		
	Fun	0,790		
	Humorous	0,780		
	Who enjoys life	0,774		
	Independent	0,749		
	Lively	0,740		
	Youthful	0,642		
	Young	0,627		
	Nimble	0,608		
	Sportive	0,592		
	Energetic	0,585		
	Charming	0,556		
	Passionate	0,526		
Traditionalism (Eigenvalue=1.954)	Thrifty	0,790	11,513	0,867
	Traditional	0,783		
	Modest	0,776		
	Classic	0,753		
	Conservative	0,713		
	Economic	0,694		
	Family-oriented	0,511		
Androgyny (Eigenvalue =1.209)	Rebellious	0,765	9,599	0,817
	Masculine	0,717		
	Flashy	0,622		
Total Variance %70.837				

It is determined that the factor structure of this scale is compatible with the brand personality scale, which is adapted to Turkish language and Turkish culture by Aksoy and Özsoyer (20007) being inspired by Aaker's (1997) scale. After summing up the values of the items in the factors, the result it divided to the number of items to obtain the arithmetic mean and by this way, the factor scores are calculated.

4.7.1.2 Brand Equity Scale Reliability Analysis

As the result of the pilot study performed on 60 people in order to calculate the reliability of brand equity scale, it is determined that the reliability of the scale Cronbach Alpha = 0,971, which is very high. When the item is deleted, the reliability analysis and item analysis are given in detail in the following table.

Table 5 *Brand Equity Scale If the Item is Deleted Reliability Analysis and Item Analysis (Pilot Research)*

Items	Item Total	Cronbach's Alpha
	Correlation	if Item Deleted
41. I can recognize X among other competing brands.	,465	,972
42. Some characteristics (e.g. logo) of X come to my mind quickly.	,356	,972
43. I know what this X brand's automobiles look like.	,443	,972
44. When I think of automobiles, X is one of the brands that comes my mind.	,788	,969
45. X brand offers automobiles very good quality.	,826	,969
46. X brand offers very durable automobiles.	,844	,968
47. Brand X offers automobiles with excellent features	,827	,969
48. The reliability of X brand is very high.	,826	,969
49. X has very unique brand image, compared to competing brands.	,873	,968
50. I like the brand image of X.	,934	,967
51. X is a unique brand.	,898	,968
52. X brand is good value for money.	,761	,969
53. I have a clear image of the type of person who would use the brand X.	,674	,970
54. X brand has a clear personality.	,775	,969
55. I consider myself to be loyal to X.	,861	,968
56. When buying automobile, X would be my first choice.	,842	,969
57. I am still willing to buy X even if its price is a little higher than that of its competitors.	,837	,969
58. I would recommend X to my friends.	,898	,968
59. Even if another brand has the same features, I would prefer to buy X brand.	,889	,968

60. If another brand as good as X, I prefer buy X.	,794	,969
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The item total correlation value of an item in the scale being above 0,3 shows that its discriminator property is high (Büyüköztürk, 2017, p.183). When the propositions in the pilot research are examined, it is concluded that the item total correlation values are 0,35 and above and hence there is no proposition that requires edition and deleting.

Basing on the data obtained from the sampling of pilot research, it is determined that Cronbach Alpha= 0,962 for the reliability of brand equity scale, which is high. In the following table, the reliability analysis of the brand equity scale when the item is deleted, and the item analysis are given.

Table 6 *Reliability Analysis of the Brand Equity Scale when the Item is Deleted, and Item Analysis (Sampling)*

Items	Item Total Correlation	Cronbach's Alpha if Item Deleted
41. I can recognize X among other competing brands.	,194	,965
42. Some characteristics (e.g logo) of X come to my mind quickly.	,203	,965
43. I know what this X brand's automobiles look like.	,279	,964
44. When I think of automobiles, X is one of the brands that comes my mind.	,754	,960
45. X brand offers automobiles very good quality.	,830	,959
46. X brand offers very durable automobiles.	,788	,960
47. Brand X offers automobiles with excellent features	,839	,959
48. The reliability of X brand is very high.	,824	,959

49. X has very unique brand image, compared to competing brands.	,825	,959
50. I like the brand image of X.	,833	,959
51. X is a unique brand.	,815	,959
52. X brand is good value for money.	,806	,959
53. I have a clear image of the type of person who would use the brand X.	,606	,962
54. X brand has a clear personality.	,635	,961
55. I consider myself to be loyal to X.	,830	,959
56. When buying automobile, X would be my first choice.	,845	,959
57. I am still willing to buy X even if its price is a little higher than that of its competitors.	,809	,959
58. I would recommend X to my friends.	,882	,958
59. Even if another brand has the same features, I would prefer to buy X brand.	,848	,959
60. If another brand as good as X, I prefer buy X.	,819	,959

Since it is determined that the total correlation values of three items, namely as “I can recognize X among other competing brands”, “Some characteristics (e.g. logo) of X come to my mind quickly”, “I know what this X brand’s automobiles look like” in the brand equity scale, are determined to be below 0,3, they are deleted from the scale.

Descriptive factor analysis method is applied to obtain the construct validity of the scale basing on the data obtained from the sampling. As the result of the applied Barlett test ($p=0.000<0.05$), a relationship is found between the variables included in the factor analysis. As the result of the performed test, it is determined that ($KMO=0.952>0,60$) sample size is sufficient for the application of factor analysis. In

the factor analysis application, Varimax method is selected to ensure that the relationship between the factors remain the same. In this study, factor loading value is taken 0,5 and above, same factor loading criteria are taken 0,1 and above, eigen value is taken 1 and above. As the result of the factor analysis, total explained variance is gathered under 2 factors with 74,669% variance. In order to calculate the reliability of 17 items that remained on the scale, “Cronbach Alpha”, which is the internal consistency coefficient, is calculated. The general reliability of the scale is found as Cronbach Alpha=0.971, which is very high. According to the alpha found in relation with the reliability of the scale, and the explained variance value, it is determined that brand equity scale is a valid and reliable tool. In the following table, the factor structure that is created for the scale is shown.

Table 7 *Brand Equity Scale Factor Structure*

Dimension	Item	Factor Loadings	Explained Variance	Cronbach's Alpha
F1 (Eigenvalue=11.691)	X brand offers automobiles very good quality.	0,878	43,336	0,966
	X brand offers very durable automobiles	0,871		
	The reliability of X brand is very high.	0,847		
	Brand X offers automobiles with excellent features	0,839		
	Even if another brand has the same features, I would prefer to buy X brand.	0,711		
	When I think of automobiles, X is one of the brands that comes my mind.	0,701		
	I would recommend X to my friends	0,699		
	I am still willing to buy X even if its price is a little higher than that of its competitors	0,688		
	Even if another brand has the same features, I would prefer to buy X brand.	0,639		
	I consider myself to be loyal to X.	0,623		
	If another brand as good as X, I prefer buy X.	0,614		
F2 (Eigenvalue=1.003)	X brand has a clear personality.	0,815	31,333	0,915
	I have a clear image of the type of person who would use the brand X.	0,719		
	X is a unique brand.	0,687		
	I like the brand image of X.	0,671		
	X brand is good value for money.	0,658		
	X has very unique brand image, compared to competing brands	0,628		
Total variance %74.669				

At the stage of examining the scree plot, which leads the way in the determination of scale factor number, the “factor for which accelerated falling occurs” ensures the determination of the number of factors that great importance for the study. It is accepted that the contribution of factors, for which falling in scree plot occurs in horizontal direction, is relatively low. (Büyüköztürk, 2017, pp.135-136). In the following table, the scree plot for the scale factors is given:

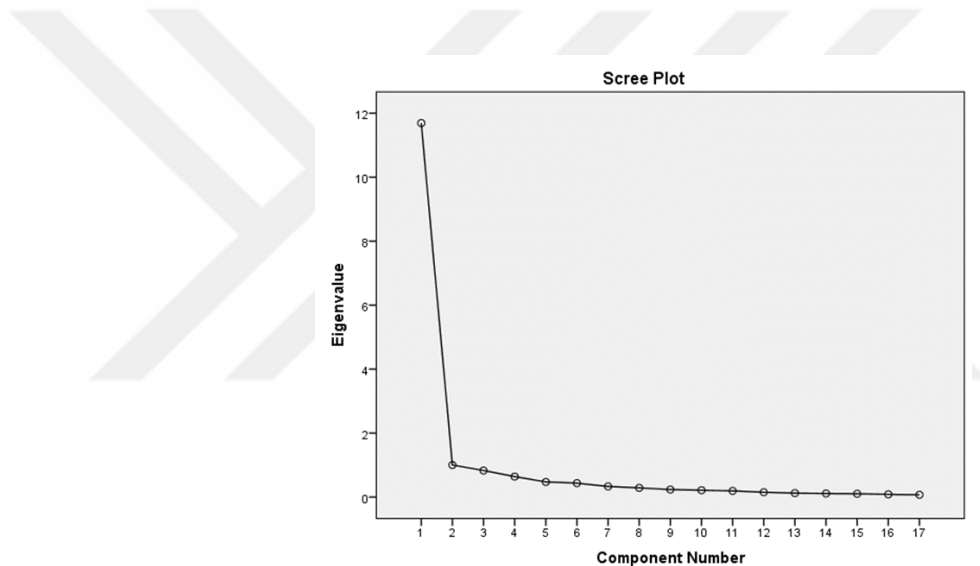


Figure 6. *Scree Plot*

In the scree plot of the factors, a break is detected after the first factor. Those findings show that brand equity scale has a single – factor structure. Arithmetic mean is used in the calculation of scale score.

4.8 Demographic Profile of the Participants

Table 8 *Distribution of Descriptive Properties According to the Used Automobile Brand*

		Renault		Fiat		Volkswagen		p
		N	%	N	%	N	%	
Gender	Female	65	%50,0	65	%50,0	65	%50,0	$X^2=0,000$ $p=1,000$
	Male	65	%50,0	65	%50,0	65	%50,0	
Age Range	18-25	7	%5,4	11	%8,5	19	%14,6	$X^2=8,717$ $p=0,190$
	26-35	52	%40,0	41	%31,5	40	%30,8	
	36-50	53	%40,8	56	%43,1	53	%40,8	
	51 and more	18	%13,8	22	%16,9	18	%13,8	
Education Level	Primary school	3	%2,3	6	%4,6	4	%3,1	$X^2=10,063$ $p=0,610$
	Secondary school	10	%7,7	15	%11,5	12	%9,2	
	High School	23	%17,7	19	%14,6	21	%16,2	
	College	13	%10,0	8	%6,2	14	%10,8	
	University	67	%51,5	67	%51,5	57	%43,8	
	Master	13	%10,0	10	%7,7	17	%13,1	
	Doctorate	1	%0,8	5	%3,8	5	%3,8	
Education Level	Primary and Secondary school	13	%10,0	21	%16,2	16	%12,3	$X^2=7,395$ $p=0,495$
	High school	23	%17,7	19	%14,6	21	%16,2	
	College	13	%10,0	8	%6,2	14	%10,8	
	University	67	%51,5	67	%51,5	57	%43,8	
	Post-graduate	14	%10,8	15	%11,5	22	%16,9	
Employment Status	Yes	121	%93,1	118	%90,8	111	%85,4	$X^2=4,401$ $p=0,111$
	No	9	%6,9	12	%9,2	19	%14,6	
Sector of Employment	Public sector	19	%15,7	46	%39,0	32	%28,8	$X^2=24,595$ $p=0,000$
	Private sector	86	%71,1	50	%42,4	54	%48,6	
	Self-employment	16	%13,2	22	%18,6	25	%22,5	
Monthly income	2.000 TL and less	13	%10,0	15	%11,5	12	%9,2	$X^2=18,103$ $p=0,020$
	2001 TL-3000 TL	44	%33,8	42	%32,3	31	%23,8	
	3001 TL-4000 TL	18	%13,8	27	%20,8	24	%18,5	
	4001 TL-6000 TL	39	%30,0	34	%26,2	30	%23,1	
	6001 TL and more	16	%12,3	12	%9,2	33	%25,4	

As the result of the performed analysis, a significant relationship could not be found between gender ($X^2=0,000$; $p=1,000>0.05$), age ($X^2=8,717$; $p=0,190>0.05$), education level ($X^2=7,395$; $p=0,495>0.05$) and employment status ($X^2=4,401$; $p=0,111>0.05$) and the used automobile brand.

A significant relationship is found between the sector of employment and the automobile brand ($X^2=24,595$; $p=0,000<0.05$). It is seen that, among the ones, whose automobile is Renault, 19 (15,7%) are employed in the public sector, 86 (71,1%) are employed in the private sector, 16 (13,2%) are self-employed; among the ones, whose automobile is Fiat, 46 (39,0%) are employed in the public sector, 50 (42,4%) are employed in the private sector and 22 (18,6%) are self – employed, and among the ones, whose automobile is Volkswagen, 32 (28,8%) are employed in the public sector, 54 (48,6%) are employed in the private sector and 25 (22,5%) are self-employed.

A significant relation is found between the monthly income and the used automobile brand ($X^2=18,103$; $p=0,020<0.05$). It is seen that among the ones, whose automobile is Renault, 13 (10,0%) have an income of 2.000 TL and less, 44 (33,8%) have an income between 2001 TL-3000 TL, 18 (13,8%) have an income between 3001 TL-4000 TL, 39 (30,0%) have an income between 4001 TL-6000 TL, 16 (12,3%) have an income of 6001 TL and more; among the ones, whose automobile is Fiat, 15 (11,5%) have an income of 2.000 TL and less, 42 (32,3%) have an income between 2001 TL-3000 TL, 27 (20,8%) have an income between 3001 TL-4000 TL, 34 (26,2%) have an income between 4001 TL-6000 TL, 12 (9,2%) have an income of 6001 TL and more; among the ones, whose automobile is Volkswagen, 12 (9,2%) have an income of 2.000 TL and less, 31 (23,8%) have an income between 2001 TL-3000 TL, 24 (18,5%) have an income between 3001 TL-4000 TL, 30 (23,1%) have an income between 4001 TL-6000 TL, 33 (25,4%) have an income of 6001 TL and more.

As the result of the one- way analysis of variance Anova that is performed in order to determine whether the means of competence scores of the automobile users participating in the research show a significant difference according to the automobile brand variable, the difference between the group means is found to be statistically significant. ($F=56,282$; $p=0,000<0.05$). Complementary post-hoc analysis is performed in order to determine the sources of differences. The competence scores of Volkswagen users ($4,497\pm0,516$) are found to be higher than the competence scores of Renault users ($3,942\pm0,750$). The competence scores of Renault users ($3,942\pm0,750$) are found to be higher than the competence scores of Fiat users ($3,509\pm0,933$). The competence scores of Volkswagen users ($4,497\pm0,516$) are found to be higher than the competence scores of Fiat users ($3,509\pm0,933$).

As the result of the one-way analysis of variance (Anova) performed to determine whether the mean of the excitement scores of automobile users participating in the research exhibit a significant difference according to the variable of used automobile brand, the difference between the group means is found to be statistically significant ($F=27,512$; $p=0,000<0.05$). Complementary post-hoc analysis is performed in order to determine the sources of differences. The excitement scores of Volkswagen users ($4,211\pm0,680$) are found to be higher than the excitement scores of Renault users ($3,737\pm0,887$). The excitement scores of Renault users ($3,737\pm0,887$) are found to be higher than the excitement scores of Fiat users ($3,402\pm1,046$). The excitement scores of Volkswagen users ($4,211\pm0,680$) are found to be higher than the excitement scores of Fiat users ($3,402\pm1,046$).

As the result of the one-way analysis of variance (Anova) performed to determine whether the mean of the traditionalism scores of automobile users participating in the research exhibit a significant difference according to the variable of used automobile brand, the difference between the group means is found to be statistically significant ($F=7,831$; $p=0,000<0.05$). Complementary post-hoc analysis is performed in order to determine the sources of differences. The traditionalism scores of Renault users ($4,136\pm0,621$) are found to be higher than the traditionalism scores of Volkswagen users ($3,782\pm0,874$). The traditionalism scores of Fiat users ($4,100\pm0,859$) are found to be higher than the traditionalism scores of Volkswagen users ($3,782\pm0,874$).

As the result of the one-way analysis of variance (Anova) performed to determine whether the mean of the androgyny scores of automobile users participating in the research exhibit a significant difference according to the variable of used automobile brand, the difference between the group means is found to be statistically significant ($F=11,573$; $p=0,000<0.05$). Post-hoc analysis is performed to determine the source of the differences. The androgyny scores of Volkswagen users ($3,851\pm0,938$) are found to be higher than the androgyny scores of Renault users ($3,472\pm1,006$). The androgyny scores of Volkswagen users ($3,851\pm0,938$) are found to be higher than the androgyny scores of Fiat users ($3,259\pm1,068$).

As the result of the one-way analysis of variance (Anova) performed to determine whether the mean of the brand equity scores of automobile users participating in the research exhibit a significant difference according to the variable of used automobile brand, the difference between the group means is found to be statistically significant ($F=17,390$; $p=0,000<0.05$). Complementary post-hoc analysis is performed to determine the sources of differences. The brand equity scores of

Volkswagen users ($4,077 \pm 0,783$) are found to be higher than the brand equity scores of Renault users ($3,586 \pm 0,984$). The brand equity scores of Volkswagen users ($4,077 \pm 0,783$) are found to be higher than the brand equity scores of Fiat users ($3,370 \pm 1,168$).

4.11 Findings Related with Automobile Users

4.11.1 Findings Related with Renault Automobile User

Table 10 *Correlation Analysis Between Brand Personality and Brand Equity for Renault Brand Automobile Users*

		Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Competence	r	1,000				
	p	0,000				
Excitement	r	0,741**	1,000			
	p	0,000	0,000			
Traditionalism	r	0,413**	0,329**	1,000		
	p	0,000	0,000	0,000		
Androgyny	r	0,553**	0,643**	0,279**	1,000	
	p	0,000	0,000	0,001	0,000	
Brand Equity	r	0,788**	0,716**	0,419**	0,590**	1,000
	p	0,000	0,000	0,000	0,000	0,000

* $<0,05$; ** $<0,01$

There is a high, positive and significant relationship between excitement and competence ($r=0.741$; $p=0,000<0.05$). There is a weak positive significant relationship between traditionalism and competence ($r=0.413$; $p=0,000<0.05$). There is a weak, positive significant relationship between traditionalism and excitement ($r=0.329$; $p=0,000<0.05$). There is a medium, positive significant relationship between androgyny and competence ($r=0.553$; $p=0,000<0.05$). There is a medium, positive significant relationship between androgyny and excitement ($r=0.643$; $p=0,000<0.05$). There is a weak, positive significant relationship between androgyny and traditionalism ($r=0.279$; $p=0,001<0.05$). There is a high, positive significant relationship between brand equity

and competence ($r=0.788$; $p=0,000<0.05$). There is a high, positive significant relationship between brand equity and excitement ($r=0.716$; $p=0,000<0.05$). There is a weak, positive significant relationship between brand equity and traditionalism ($r=0.419$; $p=0,000<0.05$). There is a medium, positive significant relationship between brand equity and androgyny ($r=0.59$; $p=0,000<0.05$).

Table 11 *Relationship between Brand Personality and Brand Equity for Renault Automobile Users*

Dependent Variable	Independent Variables	β	t	P	F	Model (p)	R ²
Brand Equity	Constant	-1,068	-2,947	0,004	66,609	0,000	0,670
	Competence	0,671	6,493	0,000			
	Excitement	0,235	2,554	0,012			
	Traditionalism	0,155	1,754	0,082			
	Androgyny	0,141	2,154	0,033			

The regression analysis performed to determine the cause and effect relationship between competence, excitement, traditionalism, androgyny and brand equity was found to be statistically significant ($F=66,609$; $p=0,000<0.05$). The competence dimension of brand personality of Renault increases the brand equity ($\beta=0,671$). The excitement dimension of brand personality of Renault increases the brand equity ($\beta=0,235$). The traditionalism dimension of brand personality of Renault does not affect the brand equity ($p=0.082>0.05$). The androgyny dimension of brand personality of Renault increases the brand equity ($\beta=0,141$).

H1: Renault 's brand personality is positive related to Renault' brand equity.

In the light of the finding that the values in the column explaining the significance of the table ($p=0,00$; $p < 0,05$) are statistically significant, the research

hypothesis is accepted, and it is determined that there is a positive relationship between the personality of Renault brand and the brand equity.

Table 12 *Comparison of Brand Personality and Brand Equity for Renault*

Automobile Users According to the Definitive Characteristics

Demographic Characteristics	N	Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Gender		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Female	65	4,072±0,681	3,892±0,803	4,075±0,706	3,462±1,039	3,694±0,986
Male	65	3,812±0,798	3,581±0,943	4,198±0,520	3,482±0,981	3,478±0,979
t=		2,002	2,023	-1,132	-0,116	1,255
p=		0,047	0,045	0,26	0,908	0,212
Age Range		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
18-25	7	4,066±0,656	4,225±0,563	4,449±0,253	3,619±1,471	3,529±1,083
26-35	52	4,059±0,737	3,780±0,984	4,126±0,630	3,699±1,012	3,682±1,039
36-50	53	3,759±0,826	3,628±0,875	4,076±0,687	3,308±0,938	3,464±1,009
51 and more	18	4,094±0,472	3,742±0,682	4,222±0,458	3,241±0,920	3,690±0,705
F=		1,818	1,014	0,879	1,745	0,505
p=		0,147	0,389	0,454	0,161	0,679
Education Level		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Primary School and Secondary School	13	3,941±0,765	3,802±0,737	4,231±0,807	3,487±1,068	3,729±1,136
High School	23	4,308±0,638	4,149±0,730	4,429±0,611	3,986±0,801	3,923±1,022
College	13	4,124±0,773	3,742±1,050	4,352±0,573	3,487±0,978	3,946±1,133
University	67	3,861±0,737	3,756±0,878	4,006±0,577	3,428±0,924	3,503±0,885
Post-graduate	14	3,560±0,764	2,903±0,640	3,990±0,533	2,810±1,319	2,962±0,830
F=		2,808	4,889	2,82	3,262	2,856
p=		0,028	0,001	0,028	0,014	0,026
Fark=		2>4, 2>5, 3>5 (p<0.05)	1>5, 2>5, 3>5, 4>5 (p<0.05)	2>4, 2>5 (p<0.05)	2>4, 2>5, 4>5 (p<0.05)	1>5, 2>5, 3>5 (p<0.05)
Employment Status		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Yes	121	3,952±0,743	3,747±0,875	4,150±0,602	3,463±1,018	3,599±0,969
No	9	3,803±0,871	3,603±1,080	3,952±0,857	3,593±0,878	3,412±1,234
t=		0,573	0,467	0,921	-0,372	0,549
p=		0,568	0,641	0,359	0,71	0,584
Current Sector		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Public sector	19	3,862±0,615	3,613±0,650	4,060±0,574	3,439±0,903	3,399±0,777
Private sector	86	4,029±0,743	3,831±0,908	4,181±0,607	3,492±1,034	3,713±0,964
Self-employment	16	3,649±0,834	3,451±0,887	4,089±0,628	3,333±1,109	3,224±1,111
F=		1,954	1,553	0,403	0,168	2,239
p=		0,146	0,216	0,669	0,845	0,111

Monthly income		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
2.000 TL and less	13	4,704±0,552	4,571±0,701	4,539±0,660	4,205±0,928	4,525±0,719
2001 TL-3000 TL	44	4,016±0,788	3,916±0,907	4,159±0,665	3,470±1,017	3,689±1,147
3001 TL-4000 TL	18	3,791±0,559	3,639±0,773	4,111±0,538	3,537±1,085	3,376±0,738
4001 TL-6000 TL	39	3,754±0,697	3,471±0,815	4,026±0,592	3,274±0,911	3,424±0,846
6001 TL ve and more	16	3,750±0,743	3,326±0,759	4,045±0,546	3,292±1,003	3,173±0,789
F=		5,098	5,895	1,829	2,346	4,743
p=		0,001	0	0,127	0,058	0,001
Difference=		1>2, 1>3, 1>4, 1>5 (p<0.05)	1>2, 1>3, 1>4, 2>4, 1>5, 2>5 (p<0.05)			1>2, 1>3, 1>4, 1>5 (p<0.05)

4.11.2 Findings Related with Fiat Automobile Users

Table 13 *Correlation Analysis between Brand Personality and Brand Equity for Fiat Automobile Users*

		Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Competence	R	1,000				
	P	0,000				
Excitement	R	0,889**	1,000			
	P	0,000	0,000			
Traditionalism	R	0,689**	0,645**	1,000		
	P	0,000	0,000	0,000		
Androgyny	R	0,690**	0,759**	0,493**	1,000	
	P	0,000	0,000	0,000	0,000	
Brand Equity	R	0,827**	0,844**	0,685**	0,638**	1,000
	P	0,000	0,000	0,000	0,000	0,000

*<0,05; **<0,01

There is a high positive significant relationship between excitement and competence ($r=0.889$; $p=0,000<0.05$). There is a medium positive significant relationship between traditionalism and competence ($r=0.689$; $p=0,000<0.05$). There is a medium positive significant relationship between traditionalism and excitement ($r=0.645$; $p=0,000<0.05$). There is a medium positive significant relationship between

androgyny and competence ($r=0.69$; $p=0,000<0.05$). There is a high positive significant relationship between androgyny and excitement ($r=0.759$; $p=0,000<0.05$). There is a positive significant relationship between androgyny and traditionalism ($r=0.493$; $p=0,000<0.05$). There is a high, positive significant relationship between brand equity and competence ($r=0.827$; $p=0,000<0.05$). There is a high, positive significant relationship between brand equity and excitement ($r=0.844$; $p=0,000<0.05$). There is a medium, positive significant relationship between brand equity and traditionalism ($r=0.685$; $p=0,000<0.05$). There is a medium positive significant relationship between brand equity and androgyny ($r=0.638$; $p=0,000<0.05$).

Table 14 *Relationship Between Brand Personality and Brand Equity for Fiat Automobile Users*

Dependent Variable	Independent Variable	β	t	p	F	Model (p)	R ²
Brand Equity	Constant	-0,682	-2,655	0,009	98,461	0,000	0,751
	Competence	0,329	2,592	0,011			
	Excitement	0,560	4,684	0,000			
	Traditionalism	0,257	3,106	0,002			
	Androgyny	-0,020	-0,265	0,792			

The regression analysis that is performed to determine the cause and effect relationship between competence, excitement, traditionalism, androgyny and brand equity is found to be statistically significant. ($F=98,461$; $p=0,000<0.05$). The competence dimension of Fiat's brand personality increases the brand equity ($\beta=0,329$). The excitement dimension of Fiat's brand personality increases the brand equity ($\beta=0,560$). The traditionalism dimension of Fiat's brand personality increases the brand equity ($\beta=0,257$). The androgyny dimension of Fiat's brand personality does not affect the brand equity ($p=0.792>0.05$).

H2: Fiat 's brand personality is positive related to Fiat 's brand equity.

In the light of the finding that the values in the column explaining the significance of the table ($p=0,00$; $p < 0,05$) are statistically significant, the research

hypothesis is accepted, and it is determined that there is a positive relationship between the personality of Fiat brand and the brand equity.

Table 15 *Comparison of Brand Personality and Brand Equity for Fiat Automobile Users According to Definitive Characteristics*

Demographic Characteristics	N	Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Gender		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Female	65	3,620±0,848	3,603±0,895	4,222±0,773	3,395±1,026	3,495±1,054
Male	65	3,398±1,006	3,201±1,149	3,978±0,927	3,123±1,100	3,245±1,268
t=		1,364	2,226	1,629	1,457	1,221
p=		0,175	0,028	0,106	0,148	0,224
Age Range		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
18-25	11	3,280±0,779	3,396±0,748	3,974±0,854	3,212±0,860	3,300±0,831
26-35	41	3,615±0,865	3,479±1,081	4,146±0,749	3,309±1,177	3,389±1,152
36-50	56	3,382±1,042	3,311±1,118	4,000±0,939	3,143±0,970	3,222±1,219
51 and more	22	3,748±0,799	3,494±0,952	4,331±0,845	3,485±1,207	3,749±1,192
F=		1,234	0,267	0,900	0,580	1,091
p=		0,300	0,849	0,443	0,629	0,356
Education Level		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Primary School and Secondary School	21	3,311±0,954	3,126±1,208	3,912±0,903	3,095±1,034	2,983±1,430
High School	19	3,688±0,996	3,564±1,182	4,331±0,739	3,439±1,243	3,641±1,232
College	8	3,385±0,997	3,455±0,982	3,982±1,246	3,000±1,084	3,103±1,302
University	67	3,590±0,839	3,490±0,884	4,119±0,822	3,274±1,052	3,483±1,022
Post-graduate	15	3,262±1,194	3,162±1,332	4,048±0,914	3,333±1,031	3,208±1,216
F=		0,832	0,798	0,648	0,389	1,17
p=		0,507	0,529	0,629	0,816	0,327

Employment Status		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Yes	118	3,531±0,921	3,403±1,019	4,126±0,847	3,212±1,088	3,395±1,149
No	12	3,289±1,066	3,393±1,331	3,845±0,974	3,722±0,722	3,123±1,376
t=		0,858	0,032	1,079	-1,586	0,769
p=		0,393	0,974	0,283	0,115	0,443
Current Sector		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Public sector	46	3,696±0,928	3,686±0,880	4,320±0,715	3,420±1,076	3,656±0,962
Private sector	50	3,397±0,866	3,206±1,031	4,006±0,910	2,980±1,114	3,201±1,162
Self-employment	22	3,493±1,012	3,260±1,165	3,994±0,914	3,303±0,997	3,291±1,402
F=		1,291	3,033	2,012	2,094	2,023
p=		0,279	0,052	0,138	0,128	0,137
Monthly income		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
2.000 TL and less	15	3,723±0,919	3,867±0,956	4,229±0,615	3,622±1,038	3,643±0,999
2001 TL-3000 TL	42	3,359±0,972	3,219±1,063	4,027±0,919	2,929±1,093	3,284±1,233
3001 TL-4000 TL	27	3,738±0,783	3,542±0,916	4,153±0,719	3,593±0,980	3,621±1,055
4001 TL-6000 TL	34	3,561±0,894	3,580±0,954	4,185±0,891	3,353±1,073	3,419±1,121
6001 TL and more	12	3,103±1,142	2,643±1,239	3,833±1,128	2,944±0,908	2,628±1,329
F=		1,493	3,217	0,549	2,538	1,847
p=		0,208	0,015	0,700	0,043	0,124
Difference=			1>2, 1>5, 3>5, 4>5 (p<0.05)		1>2, 3>2 (p<0.05)	

4.11.3 Findings Related with Volkswagen Automobile Users

Table 16 *Correlation Analysis between Brand Personality and Brand Equity for Volkswagen Automobile Users*

		Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Competence	r	1,000				
	p	0,000				
Excitement	r	0,708**	1,000			
	p	0,000	0,000			
Traditionalism	r	0,372**	0,413**	1,000		
	p	0,000	0,000	0,000		
Androgyny	r	0,347**	0,626**	0,311**	1,000	
	p	0,000	0,000	0,000	0,000	
Brand Equity	r	0,606**	0,491**	0,496**	0,292**	1,000
	p	0,000	0,000	0,000	0,001	0,000

* $<0,05$; ** $<0,01$

There is a high positive significant relationship between excitement and competence ($r=0.708$; $p=0,000<0.05$). There is a weak positive significant relationship between traditionalism and competence ($r=0.372$; $p=0,000<0.05$). There is a weak positive significant relationship between traditionalism and excitement ($r=0.413$; $p=0,000<0.05$). There is a weak positive significant relationship between androgyny and competence ($r=0.347$; $p=0,000<0.05$). There is a medium positive significant relationship between androgyny and excitement ($r=0.626$; $p=0,000<0.05$). There is a weak positive significant relationship between androgyny and traditionalism ($r=0.311$; $p=0,000<0.05$). There is a medium positive significant relationship between brand equity and competence ($r=0.606$; $p=0,000<0.05$). There is a positive significant relationship between brand equity and excitement ($r=0.491$; $p=0,000<0.05$). There is a positive significant relationship between brand equity and traditionalism ($r=0.496$; $p=0,000<0.05$). There is a weak, positive significant relationship between brand equity and androgyny ($r=0.292$; $p=0,001<0.05$).

Table 17 *Relationship between Brand Personality and Brand Equity for Volkswagen Automobile Users*

Dependent Variable	Independent Variable	β	t	p	F	Model (p)	R ²
Brand Equity	Constant	-0,331	-0,715	0,476			
	Competence	0,716	4,912	0,000			
	Excitement	0,019	0,141	0,888	25,847	0,000	0,435
	Traditionalism	0,275	4,173	0,000			
	Androgyny	0,018	0,256	0,799			

* $<0,05$; ** $<0,01$

The regression analysis that is performed to determine the cause and effect relationship between competence, excitement, traditionalism, androgyny and brand equity is found to be statistically significant. ($F=25,847$; $p=0,000<0.05$). The competence dimension of Volkswagen's brand personality increases the brand equity ($\beta=0,716$). The excitement dimension of Fiat's brand personality does not affect brand equity ($p=0.888>0.05$). The traditionalism dimension of Volkswagen's brand personality increases the brand equity ($\beta=0,275$). The androgyny dimension of Volkswagen's brand personality does not affect the brand equity ($p=0.799>0.05$).

H3: Volkswagen's brand personality is positive related to Volkswagen's brand equity.

In the light of the finding that the values in the column explaining the significance of the table ($p=0,00$; $p<0,05$) are statistically significant, the research hypothesis is accepted and it is determined that there is a positive relationship between the personality of Volkswagen brand and the brand equity.

Table 18 *Comparison of Brand Personality and Brand Equity for Volkswagen Automobile Users According to with Definitive Characteristics*

Demographic Characteristics	N	Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Gender		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Female	65	4,505±0,513	4,180±0,701	3,829±0,751	3,744±0,937	4,077±0,726
Male	65	4,489±0,524	4,242±0,662	3,736±0,986	3,959±0,935	4,078±0,842
t=		0,182	-0,516	0,601	-1,312	-0,007
p=		0,856	0,607	0,549	0,192	0,995
Age Range		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
18-25	19	4,336±0,472	4,087±0,711	3,797±0,852	3,983±0,892	3,969±0,885
26-35	40	4,564±0,478	4,325±0,718	3,936±0,826	3,892±0,950	4,131±0,689
36-50	53	4,560±0,495	4,258±0,606	3,625±0,944	3,811±0,939	4,066±0,845
51 and more	18	4,333±0,659	3,952±0,735	3,889±0,769	3,741±1,013	4,108±0,724
F=		1,733	1,559	1,074	0,259	0,193
p=		0,164	0,203	0,363	0,855	0,901
Education Level		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Primary School and Secondary School	16	4,505±0,501	3,956±0,645	3,723±0,889	3,771±0,884	4,184±0,607
High School	21	4,802±0,369	4,616±0,453	4,320±0,519	4,333±0,782	4,359±0,869
College	14	4,231±0,645	4,291±0,560	3,806±0,973	3,952±0,597	3,580±0,981
University	57	4,440±0,530	4,127±0,761	3,602±0,867	3,708±1,024	4,039±0,779
Post-graduate	22	4,518±0,416	4,179±0,610	3,766±0,947	3,758±0,971	4,147±0,550
F=		3,143	2,859	2,762	1,896	2,337
p=		0,017	0,026	0,031	0,115	0,059

Employment Status		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Yes	111	4,521±0,516	4,220±0,700	3,784±0,881	3,850±0,969	4,148±0,752
No	19	4,356±0,512	4,162±0,558	3,774±0,856	3,860±0,756	3,663±0,847
t=		1,289	0,342	0,043	-0,042	2,553
p=		0,200	0,733	0,966	0,967	0,012
Current Sector		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Public sector	32	4,471±0,498	4,170±0,615	3,652±0,916	3,615±1,094	4,131±0,591
Private sector	54	4,534±0,532	4,243±0,794	3,870±0,857	3,982±0,862	4,112±0,805
Self-employment	25	4,557±0,517	4,232±0,604	3,766±0,899	3,867±1,000	4,249±0,835
F=		0,225	0,114	0,621	1,457	0,293
p=		0,799	0,892	0,539	0,237	0,747
Monthly income		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
2.000 TL and less	12	4,532±0,544	4,470±0,571	4,155±0,867	3,972±0,688	4,069±0,775
2001 TL-3000 TL	31	4,491±0,541	4,336±0,581	3,802±0,874	4,000±0,770	4,080±0,682
3001 TL-4000 TL	24	4,542±0,434	4,176±0,658	3,929±0,796	3,722±0,966	4,243±0,630
4001 TL-6000 TL	30	4,518±0,460	4,164±0,717	3,619±0,967	3,844±1,016	3,898±0,953
6001 TL and more	33	4,438±0,604	4,067±0,771	3,671±0,833	3,768±1,085	4,121±0,815
F=		0,174	1,124	1,117	0,416	0,681
p=		0,951	0,348	0,352	0,797	0,606
Difference		2>3, 2>4 (p<0.05)	2>1, 2>4, 2>5 (p<0.05)	2>1, 2>4, 2>5 (p<0.05)		

4.12 T-test results of Brand Personality and Sub-Dimensions of Brand

Personality of Renault According to Demographic Characteristics

4.12.1 T-Test Results of Sub-Dimensions of Brand Personality of

Renault According to Gender

According to the results of the T-test performed to determine whether the mean competence scores of automobile users, who participated in the research, vary

in terms of gender variable, the difference between the group means is found to be significant ($t=2,002$; $p=0.047<0.05$). It is determined that the competence scores of women ($x=4,072$) are higher than the competence scores of men ($x=3,812$).

According to the results of T-test performed to determine whether the mean excitement scores of automobile users, who participated in the research, vary in terms of gender variable, the difference between the group means is found to be significant ($t=2,023$; $p=0.045<0.05$). It is determined that the excitement scores of women ($x=3,892$) are higher than the excitement scores of men ($x=3,581$).

According to the results of the test performed to determine whether the traditionalism, androgyny, brand equity scores of the automobile users, who participated in the research, exhibit a significant difference in terms of gender variable, the difference between the group means is not found significant ($p>0.05$).

4.12.2 T-Test Results of Brand Personality Sub-Dimensions

According to Age

According to the results of the test performed to determine whether the competence, excitement, traditionalism, androgyny, brand equity scores of the automobile users, who participated in the research, exhibit a significant difference in terms of age variable, the difference between the group means is not found significant ($p>0.05$).

4.12.3 T-Test Results of Brand Personality Sub-Dimensions in

According to Educational Level

According to the results of the one-way analysis of variance (Anova) performed to determine whether the competence score means of the automobile users, who participated in the research, exhibited a significant difference in terms of

educational level variable; the difference between the group means is found to be significant ($F=2,808$; $p=0.028<0.05$). Post-hoc test is applied to determine the group, from which the difference is caused. According to this; it is determined that the competence scores of the ones, whose educational level is High School ($4,308\pm0,638$) are higher than the competence scores of the ones, whose educational level is University ($3,861\pm0,737$). It is determined that the competence scores of the ones, whose educational level is High School ($4,308\pm0,638$) are higher than the competence scores of the ones, whose educational level is Post-graduate ($3,560\pm0,764$). It is determined that the competence scores of the ones, whose educational level is College ($4,124\pm0,773$) are higher than the competence scores of the ones, whose educational level is Post-graduate ($3,560\pm0,764$).

According to the results of the one-way analysis of variance (Anova) performed to determine whether the excitement score means of the automobile users, who participated in the research, exhibited a significant difference in terms of educational level variable; the difference between the group means is found to be significant ($F=4,889$; $p=0.001<0.05$). Post-Hoc test is applied to determine the group, from which the difference is caused. According to this, it is found that the excitement scores of the ones, whose educational level is Primary School and Secondary School ($3,802\pm0,737$) are higher than the excitement scores of the ones, whose educational level is Post-graduate ($2,903\pm0,640$). It is determined that the excitement scores of the ones, whose educational level is High School ($4,149\pm0,730$) are higher than the excitement scores of the ones, whose educational level is Post-graduate ($2,903\pm0,640$). It is determined that the excitement scores of the ones, whose educational level is College ($3,742\pm1,050$) are higher than the excitement scores of the ones, whose educational level is Post-graduate ($2,903\pm0,640$). It is determined that

the excitement scores of the ones, whose educational level is University ($3,756 \pm 0,878$) are higher than the excitement scores of the ones, whose educational level is Post-graduate ($2,903 \pm 0,640$).

According to the results of the one-way analysis of variance (Anova) performed to determine whether the traditionalism score means of the automobile users, who participated in the research, exhibited a significant difference in terms of educational level variable; the difference between the group means is found to be significant ($F=2,820$; $p=0.028 < 0.05$). In order to determine the group, from which the difference is caused, Post-Hoc test is applied. According to this, it is found that the traditionalism scores of the ones, whose educational level is High School ($4,429 \pm 0,611$) are higher than the ones, whose educational level is University ($4,006 \pm 0,577$). It is found that the traditionalism scores of the ones, whose educational level is High School, ($4,429 \pm 0,611$) are higher than the traditionalism scores of the ones, whose educational level is Post-graduate ($3,990 \pm 0,533$).

According to the results of the one-way analysis of variance (Anova) performed to determine whether the androgyny score means of the automobile users, who participated in the research, exhibited a significant difference in terms of educational level variable; the difference between the group means is found to be significant ($F=3,262$; $p=0.014 < 0.05$). Post-hoc test is applied to determine the group, which caused the difference. According to this, the androgyny scores of the ones, whose educational level is High School ($3,986 \pm 0,801$) are higher than the androgyny scores of the ones, whose educational level is University ($3,428 \pm 0,924$). The androgyny scores of the ones, whose educational level is High School ($3,986 \pm 0,801$) are found to be higher than the ones, whose educational level is Post-graduate ($2,810 \pm 1,319$). It is found that the androgyny scores of the ones, whose educational

level is University ($3,428 \pm 0,924$) are higher than the ones, whose educational level is Post-graduate ($2,810 \pm 1,319$).

According to the results of the one-way analysis of variance (Anova) performed to determine whether the brand equity score means of the automobile users, who participated in the research, exhibited a significant difference in terms of educational level variable; the difference between the group means is found to be significant ($F=2,856$; $p=0.026 < 0.05$). Post-Hoc test is applied to determine the group, from which the difference is caused. According to this; the brand equity scores of the ones, whose educational level is primary school and secondary school ($3,729 \pm 1,136$), are higher than the brand equity scores of the ones, whose educational level is Post-graduate ($2,962 \pm 0,830$). The brand equity scores of the ones, whose educational level is High School ($3,923 \pm 1,022$) are found higher than the brand equity scores of the ones, whose educational level is Post-graduate ($2,962 \pm 0,830$). The brand equity scores of the ones, whose educational level is College ($3,946 \pm 1,133$), are found higher than the ones, whose educational level is Post-graduate ($2,962 \pm 0,830$).

4.12.4 T-Test Results for the Brand Equity Sub- Dimensions in

According to the Employment Status

According to the results of the test performed to determine whether the competence, excitement, traditionalism, androgyny, brand equity score means of the automobile users, who participated in the research, exhibit a difference in terms of the employment status, the difference between the group means is not found significant ($p > 0.05$).

4.12.5 T-Test Results of Brand Personality Sub-Dimensions of Renault According to the Sector of Employment

According to the results of the test, which is performed to determine whether the means of competence, excitement, traditionalism, androgyny, brand equity scores of the automobile users, who participated in the research, show a significant difference in terms of the variable of sector of employment, the difference between the group means is not found significant ($p>0.05$).

4.12.6 T-Test Results of Brand Personality Sub-Dimensions of Renault According to Monthly Income

According to the results of the one – way analysis of variance that is performed to determine whether the means of competence scores of the automobile users, who participated in the research, show a significant difference in terms of the monthly income variable; the difference between the group means is found significant ($F=5,098$; $p=0.001<0.05$). A post-hoc test is applied in order to determine the group that caused the difference. According to this, the competence scores of the ones, whose monthly income is 2000 TL and less ($4,704\pm0,552$) are found to be higher than the competence scores of the ones, whose monthly income is 2001 TL-3000 TL ($4,016\pm0,788$). The competence scores of the ones, whose monthly income is 2.000 TL and less ($4,704\pm0,552$) are found to be higher than the competence scores of the ones, whose monthly income is 3001 TL-4000 TL ($3,791\pm0,559$). The competence scores of the ones, whose monthly income is 2.000 TL and less ($4,704\pm0,552$) are found to be higher than the ones, whose monthly income is 4001 TL-6000 TL ($3,754\pm0,697$). The competence scores of the ones, whose monthly income is 2.000 TL and less ($4,704\pm0,552$), are found to be higher than the competence scores of the ones, whose monthly income is 6001 TL and more ($3,750\pm0,743$).

According to the results of the one – way analysis of variance that is performed to determine whether the means of excitement scores of the automobile users, who participated in the research, show a significant difference in terms of the monthly income variable; the difference between the group means is found significant ($F=5,895$; $p=0<0.05$). Post- hoc test is performed to determine the group that caused the difference. According to this; the excitement scores of the ones, whose monthly income is 2.000 TL and less ($4,571\pm0,701$) are higher than the excitement scores of the ones, whose monthly income is 2001 TL-3000 TL ($3,916\pm0,907$). The excitement scores of the ones, whose monthly income is 2.000 TL and less ($4,571\pm0,701$) are found to be higher than the excitement scores of the ones, whose monthly income is 3001 TL-4000 TL ($3,639\pm0,773$). The excitement scores of the ones, whose monthly income is 2.000 TL and less ($4,571\pm0,701$) are found to be higher than the excitement scores of the ones, whose monthly income is 4001 TL-6000 TL ($3,471\pm0,815$). The excitement scores of the ones, whose monthly income is 2001 TL-3000 TL ($3,916\pm0,907$) are found to be higher than the excitement scores of the ones, whose monthly income is 4001 TL-6000 TL ($3,471\pm0,815$). The excitement scores of the ones, whose monthly income is 2.000 TL and less ($4,571\pm0,701$) are found to be higher than the excitement scores of the ones, whose monthly income is 6001 TL and more ($3,326\pm0,759$). The excitement scores of the ones, whose monthly income is 2001 TL-3000 TL ($3,916\pm0,907$), are found to be higher than the excitement scores of the ones, whose monthly income is 6001 TL and more ($3,326\pm0,759$).

According to the results of the one – way analysis of variance that is performed to determine whether the means of brand equity scores of the automobile users, who participated in the research, show a significant difference in terms of the monthly income variable; the difference between the group means is found significant

($F=4,743$; $p=0.001<0.05$). A Post-hoc test is applied to determine the group, which caused the difference. According to this, the brand equity scores of the ones, whose monthly income is 2.000 TL and less ($4,525\pm0,719$) are found higher than the brand equity scores of the ones, whose monthly income is 2001 TL-3000 TL ($3,689\pm1,147$). The brand equity scores of the ones, whose monthly income is 2.000 TL and less ($4,525\pm0,719$), are found higher than the brand equity scores of the ones, whose monthly income is 3001 TL-4000 TL ($3,376\pm0,738$). The brand equity scores of the ones, whose monthly income is 2.000 TL and less ($4,525\pm0,719$), are found higher than the brand equity scores of the ones, whose monthly income is 4001 TL-6000 TL ($3,424\pm0,846$). The brand equity scores of the ones, whose monthly income is 2.000 TL and less ($4,525\pm0,719$), are found higher than the brand equity scores of the ones, whose monthly income is 6001 TL and more ($3,173\pm0,789$).

According to the results of the test performed to determine whether the traditionalism, androgyny score means of the automobile users, who participated in the research, exhibited a significant difference in terms of the monthly income variable, the difference between the group means is not found significant. ($p>0.05$).

4.13 T-test results of Fiat's Brand Personality Sub-Dimensions According to Demographic Characteristics

4.13.1 T-Test results of Brand Personality Sub-Dimensions of Fiat According to Gender

According to the results of the T-test performed to determine whether the mean competence scores of automobile users, who participated in the research, vary in terms of gender variable, the difference between the group means is found to be significant ($t=2,226$; $p=0.028<0.05$). It is determined that the competence scores of women ($x=3,603$) are higher than the competence scores of men ($x=3,201$).

According to the results of the test performed to determine whether the competence, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of gender variable, the difference between the group means is not found significant ($p>0.05$).

4.13.2 T-Test Results of Fiat's Brand Personality Sub-Dimensions

According to Age

According to the results of the test performed to determine whether the competence, excitement, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of age variable, the difference between the group means is not found significant ($p>0.05$).

4.13.3 T-Test Results of Fiat's Brand Personality Sub-Dimensions

According to Educational Level

According to the results of the test performed to determine whether the competence, excitement, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of educational level variable, the difference between the group means is not found significant ($p>0.05$).

4.13.4 T-Test Results of Fiat's Brand Personality Sub-Dimensions

According to Employment Status

According to the results of the test performed to determine whether the excitement, competence, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of employment status variable, the difference between the group means is not found significant ($p>0.05$).

4.13.5 T-Test Results of Fiat's Brand Personality Sub-Dimensions

According to Sector of Employment

According to the results of the test performed to determine whether the competence, excitement, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of sector of employment variable, the difference between the group means is not found significant ($p>0.05$).

4.13.6 T-Test Results of Fiat's Brand Personality Sub-Dimensions

According to Monthly Income

According to the results of the one – way analysis of variance (Anova) performed to determine whether the excitement score means of the automobile users, who participated in the research, exhibited a significant difference in terms of monthly income variable; the difference between the group means is found significant ($F=3,217$; $p=0.015<0.05$). Post-hoc test is applied to determine the group, which caused the difference. According to this, the excitement scores of the ones, whose monthly income is 2.000 TL and less ($3,867\pm0,956$), are found higher than the excitement scores of the ones, whose monthly income is 2001 TL-3000 TL ($3,219\pm1,063$). The excitement scores of the ones, whose monthly income is 2.000 TL and less ($3,867\pm0,956$), are found higher than the excitement scores of the ones, whose monthly income is 6001 TL and more ($2,643\pm1,239$). The excitement scores of the ones, whose monthly income is 3001 TL-4000 TL ($3,542\pm0,916$), are found higher than the excitement scores of the ones, whose monthly income is 6001 TL and more ($2,643\pm1,239$). The excitement scores of the ones, whose monthly income is 4001 TL-6000 TL ($3,580\pm0,954$) are found higher than the excitement scores of the ones, whose monthly income is 6001 TL and more ($2,643\pm1,239$).

According to the results of the one – way analysis of variance (Anova) performed to determine whether the androgyny score means of the automobile users, who participated in the research, exhibited a significant difference in terms of monthly income variable; the difference between the group means is found significant ($F=2,538$; $p=0.043 < 0.05$). Post-hoc test is applied to determine the group, which caused the difference. According to this; the androgyny scores of the ones, whose monthly income is 2.000 TL and less ($3,622 \pm 1,038$), are found higher than the androgyny scores of the ones, whose monthly income is 2001 TL-3000 TL ($2,929 \pm 1,093$). The androgyny scores of the ones, whose monthly income is 3001 TL-4000 TL ($3,593 \pm 0,980$), are found higher than the androgyny scores of the ones, whose monthly income is 2001 TL-3000 TL ($2,929 \pm 1,093$).

According to the results of the test, which is performed to determine whether the competence, traditionalism, brand equity score means of automobile users, who participated in the research, exhibited a significant difference in terms of monthly income variable, no significant difference is found between the group means ($p > 0.05$).

4.14 T-test results of Brand Personality Sub-Dimensions of Volkswagen

According to Demographic Characteristics

4.14.1 T-Test Results of Sub-Dimensions of Brand Personality of Volkswagen According to Gender

According to the results of the test performed to determine whether the excitement, competence, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of gender variable, the difference between the group means is not found significant ($p > 0.05$).

4.14.2 T-Test Results of Sub-Dimensions of Brand Personality of Volkswagen According to Age

According to the results of the test performed to determine whether the excitement, competence, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of age variable, the difference between the group means is not found significant ($p>0.05$).

4.14.3 T-Test Results of Sub-Dimensions of Brand Personality of Volkswagen According to Educational Level

According to the results of the one-way analysis of variance performed to determine whether the competence scores of the automobile users, who participated in the research, exhibited a significant difference in terms of educational level variable, the difference between the group means is found significant ($F=3,143$; $p=0.017<0.05$). Post-Hoc test is applied to determine the group, which caused the difference. According to this, it is determined that the competence scores of the ones, whose educational level is High School ($4,802\pm0,369$), are higher than the competence scores of the ones, whose educational level is College ($4,231\pm0,645$). It is determined that the competence scores of the ones, whose educational level is High School ($4,802\pm0,369$), are higher than the competence scores of the ones, whose educational level is University ($4,440\pm0,530$).

According to the results of the one-way analysis of variance performed to determine whether the excitement scores of the automobile users, who participated in the research, exhibited a significant difference in terms of educational level variable, the difference between the group means is found significant ($F=2,859$; $p=0.026<0.05$). Post-Hoc test is applied to determine the group, which caused the difference. According to this, it is determined that the excitement scores of the ones,

whose educational level is High School ($4,616 \pm 0,453$), are higher than the excitement scores of the ones, whose educational level is Primary School and Secondary School ($3,956 \pm 0,645$). The excitement scores of the ones, whose educational level is High School ($4,616 \pm 0,453$), are found higher than the excitement scores of the ones whose educational level is University ($4,127 \pm 0,761$). The excitement scores of the ones, whose educational level is High School ($4,616 \pm 0,453$), are found higher than the excitement scores of the ones, whose educational level is Post-graduate ($4,179 \pm 0,610$).

According to the results of the one-way analysis of variance performed to determine whether the traditionalism scores of the automobile users, who participated in the research, exhibited a significant difference in terms of educational level variable, the difference between the group means is found significant ($F=2,762$; $p=0.031 < 0.05$). Post-Hoc test is applied to determine the group, which caused the difference. According to this; the traditionalism scores of the ones, whose educational level is High School ($4,320 \pm 0,519$), are found higher than the traditionalism scores of the ones, whose educational level is Primary School and Secondary school ($3,723 \pm 0,889$). The traditionalism scores of the ones, whose educational level is High School ($4,320 \pm 0,519$), are found higher than the traditionalism scores of the ones, whose educational level is University ($3,602 \pm 0,867$). The traditionalism scores of the ones, whose educational level is High School ($4,320 \pm 0,519$), are found higher than the traditionalism scores of the ones, whose educational level is Post-graduate ($3,766 \pm 0,947$).

According to the results of the test performed to determine whether the androgyny, brand equity score means of the automobile users exhibited a significant

difference in terms of educational level variable, the difference between the group means is not found significant ($p>0.05$).

4.14.4 T-Test Results of Brand Personality Sub-Dimensions of Volkswagen According to Employment Status

According to the results of the test performed to determine whether the brand equity score means of the automobile users exhibited a significant difference in terms of employment status variable, the difference between the group means is found significant ($t=2,553$; $p=0.012<0.05$). The brand equity scores of the answer “yes” ($x=4,148$), are found higher than the brand equity scores of the answer “no” ($x=3,663$).

According to the results of the test performed to determine whether the excitement, competence, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of employment status variable, the difference between the group means is not found significant ($p>0.05$).

4.14.5 T-Test Results of Brand Personality Sub-Dimensions of Volkswagen According to the Sector of Employment

According to the results of the test performed to determine whether the excitement, competence, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of sector of employment variable, the difference between the group means is not found significant ($p>0.05$).

4.14.6 T-Test Results of Brand Personality Sub-Dimensions of Volkswagen According to Monthly Income

According to the results of the test performed to determine whether the excitement, competence, traditionalism, androgyny, brand equity score means of the

automobile users exhibited a significant difference in terms of monthly income variable, the difference between the group means is not found significant ($p>0.05$).

4.15 Findings Related with Automobile Users of All Brands

Table 19 *Correlation Analysis Between Brand Personality and Brand Equity for the Automobile users of All Brands*

		Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Competence	R	1,000				
	P	0,000				
Excitement	R	0,831**	1,000			
	P	0,000	0,000			
Traditionalism	R	0,359**	0,379**	1,000		
	P	0,000	0,000	0,000		
Androgyny	R	0,592**	0,705**	0,309**	1,000	
	P	0,000	0,000	0,000	0,000	
Brand Equity	R	0,786**	0,755**	0,459**	0,564**	1,000
	P	0,000	0,000	0,000	0,000	0,000

* $<0,05$; ** $<0,01$

There is a high positive significant relationship between excitement and competence ($r=0.831$; $p=0,000<0.05$). There is a weak positive significant relationship between traditionalism and competence ($r=0.359$; $p=0,000<0.05$). There is a weak, positive significant relationship between traditionalism and excitement ($r=0.379$; $p=0,000<0.05$). There is a medium, positive significant relationship between androgyny and competence ($r=0.592$; $p=0,000<0.05$). There is a high positive significant relationship between androgyny and excitement ($r=0.705$; $p=0,000<0.05$). There is a weak positive significant relationship between androgyny and traditionalism ($r=0.309$; $p=0,000<0.05$). There is a high, positive significant relationship between brand equity and competence ($r=0.786$; $p=0,000<0.05$). There is a high, positive significant relationship between brand equity and excitement ($r=0.755$; $p=0,000<0.05$). There is a weak, positive significant relationship between

brand equity and traditionalism ($r=0.459$; $p=0,000<0.05$). There is a medium, positive significant relationship between brand equity and androgyny ($r=0.564$; $p=0,000<0.05$).

Table 20 *Relationship between Brand Personality and Brand Equity for the Automobile Users of All Brands*

Dependent Variable	Independent Variable	β	t	p	F	Model (p)	R ²
Brand Equity	Constant	-0,764	-4,294	0,000	202,864	0,000	0,675
	Competence	0,589	9,323	0,000			
	Excitement	0,277	4,245	0,000			
	Traditionalism	0,223	5,549	0,000			
	Androgyny	0,045	1,091	0,276			

The regression analysis performed to determine the cause and effect relationship between the competence, excitement, traditionalism, androgyny and brand equity is found to be statistically significant ($F=202,864$; $p=0,000<0.05$). The competence dimension of the personality of all brands increases the brand equity ($\beta=0,589$). The excitement dimension of the personality of all brands increases the brand equity ($\beta=0,277$). The traditionalism dimension of all brands increases the brand equity ($\beta=0,223$). The androgyny dimension of the personality of all brands does not affect the brand equity ($p=0.276>0.05$).

H4: Brand personality is positive related to brand equity.

In the light of the finding that the values in the column explaining the significance of the table ($p=0,00$; $p < 0,05$) are statistically significant, the research hypothesis is accepted, and it is determined that there is a positive relationship between the personality of all three brands and the brand equity.

Table 21 *Comparison of Brand Personality and Brand Equity for the Users of Automobiles of All Brands According to Definitive Characteristics*

Demographic Characteristics	N	Competence	Excitement	Traditionalism	Androgyny	Brand Equity
Gender		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Female	195	4,066±0,780	3,892±0,834	4,042±0,758	3,533±1,008	3,755±0,959
Male	195	3,899±0,915	3,675±1,029	3,971±0,854	3,521±1,060	3,600±1,097
t=		1,934	2,289	0,869	0,114	1,486
p=		0,054	0,023	0,385	0,909	0,138
Age Range		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
18-25	37	3,971±0,755	3,907±0,760	3,973±0,798	3,685±1,039	3,687±0,934
26-35	133	4,074±0,802	3,851±0,997	4,075±0,730	3,637±1,066	3,727±1,023
36-50	162	3,891±0,956	3,725±0,974	3,902±0,883	3,416±0,986	3,577±1,093
51 and more	58	4,037±0,702	3,713±0,819	4,160±0,733	3,489±1,066	3,842±0,928
F=		1,218	0,761	1,961	1,447	1,105
p=		0,303	0,516	0,119	0,229	0,347
Education Level		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Primary School and Secondary	50	3,857±0,926	3,567±1,002	3,934±0,879	3,413±1,020	3,561±1,241
High School	63	4,286±0,822	4,128±0,916	4,363±0,617	3,937±1,002	3,983±1,068
College	35	3,998±0,832	3,896±0,909	4,049±0,926	3,562±0,925	3,607±1,128
University	191	3,939±0,798	3,773±0,881	3,925±0,787	3,457±1,011	3,656±0,936
Post-graduate	51	3,885±0,972	3,529±1,047	3,910±0,837	3,373±1,140	3,546±1,005
F=		2,596	3,941	3,979	3,213	1,827
p=		0,036	0,004	0,004	0,013	0,123
Fark=		2>1, 2>4, 2>5 (p<0.05)	2>1, 2>4, 2>5 (p<0.05)	2>1, 2>4, 2>5 (p<0.05)	2>1, 2>4, 2>5 (p<0.05)	
Employment Status		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Yes	350	3,991±0,848	3,781±0,936	4,026±0,798	3,501±1,057	3,705±1,021
No	40	3,912±0,903	3,805±1,003	3,836±0,873	3,758±0,762	3,444±1,110
t=		0,556	-0,156	1,412	-1,496	1,515
p=		0,579	0,876	0,159	0,058	0,131
Current Sector		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Public sector	97	3,984±0,823	3,831±0,789	4,049±0,813	3,488±1,044	3,762±0,859
Private sector	190	4,006±0,837	3,784±0,987	4,047±0,777	3,497±1,072	3,692±1,032
Self-employment	63	3,955±0,930	3,694±0,995	3,927±0,842	3,534±1,046	3,655±1,213
F=		0,090	0,412	0,581	0,040	0,245
p=		0,914	0,663	0,560	0,960	0,783

Monthly Income		Mean±SD	Mean±SD	Mean±SD	Mean±SD	Mean±SD
2.000 TL and less	40	4,285±0,824	4,277±0,823	4,307±0,714	3,917±0,921	4,057±0,909
2001 TL-3000 TL	117	3,906±0,919	3,777±0,998	4,017±0,825	3,416±1,067	3,647±1,115
3001 TL-4000 TL	69	4,031±0,720	3,788±0,836	4,064±0,703	3,623±0,992	3,773±0,908
4001 TL-6000 TL	103	3,913±0,812	3,709±0,881	3,960±0,840	3,466±1,018	3,560±0,989
6001 TL and more	61	3,995±0,925	3,593±1,032	3,801±0,839	3,481±1,069	3,579±1,105
F=		1,735	3,629	2,599	2,054	2,022
p=		0,142	0,006	0,036	0,086	0,091
Difference=			1>2, 1>3, 1>4, 1>5 (p<0.05)	1>2, 1>4, 1>5 (p<0.05)		

4.16 T-test results of Brand Personality Sub-Dimensions of All Brands

According to Demographic Characteristics

4.16.1 T-Test Results of Sub-Dimensions of Brand Personality of

All Brands According to Gender

According to the results of the T- test performed to determine whether the excitement score means of the automobile users exhibited a significant difference in terms of gender variable, the difference between the group means is found significant ($t=2,289$; $p=0.023<0.05$). It is determined that the excitement scores of women ($x=3,892$), are higher than the excitement scores of men ($x=3,675$).

According to the results of the test performed to determine whether the competence, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms of gender variable, the difference between the group means is not found significant ($p>0.05$).

4.16.2 T-Test Results of Brand Personality Sub-Dimensions for All Brands According to Age

According to the results of the test performed to determine whether the competence, excitement, traditionalism, androgyny, brand equity score means of the automobile users exhibited a significant difference in terms age variable, the difference between the group means is not found significant ($p>0.05$).

4.16.3 T-Test Results of Brand Personality Sub-Dimensions for All Brands According to Educational Level

According to the results of the one-way analysis of variance (Anova) performed to determine whether the competence score means of the automobile users exhibited a significant difference in terms educational level variable, the difference between the group means is found significant ($F=2,596$; $p=0.036<0.05$). Post-Hoc test is applied to determine the group, which caused the difference. According to this, the competence scores of the ones, whose educational level is High School ($4,286\pm0,822$), are higher than the competence scores of the ones, whose educational level is Primary School and Secondary School ($3,857\pm0,926$). The competence scores of the ones, whose educational level is High School ($4,286\pm0,822$), are found higher than the competence scores of the ones, whose educational level is University ($3,939\pm0,798$). The competence scores of the ones, whose educational level is High School ($4,286\pm0,822$), are found higher than the competence scores of the ones, whose educational level Post-graduate ($3,885\pm0,972$).

According to the results of the one-way analysis of variance (Anova) performed to determine whether the excitement score means of the automobile users exhibited a significant difference in terms educational level variable, the difference between the group means is found significant ($F=3,941$; $p=0.004<0.05$). Post-Hoc test

is applied to determine the group, which caused the difference. According to this; the excitement scores of the ones, whose educational level is High school ($4,128 \pm 0,916$), are found higher than the excitement scores of the ones, whose educational level is Primary School and Secondary School ($3,567 \pm 1,002$). The excitement scores of the ones, whose educational level is High School ($4,128 \pm 0,916$), are found higher than the excitement scores of the ones, whose educational level is University ($3,773 \pm 0,881$). The excitement scores of the ones, whose educational level is high school ($4,128 \pm 0,916$), are found higher than the excitement scores of the ones, whose educational level is Post-graduate ($3,529 \pm 1,047$).

According to the results of the one-way analysis of variance (Anova) performed to determine whether the traditionalism score means of the automobile users exhibited a significant difference in terms educational level variable, the difference between the group means is found significant ($F=3,979$; $p=0.004 < 0.05$). Post-Hoc test is applied to determine the group, which caused the difference. In according to this, the traditionalism scores of the ones, whose educational level is High School ($4,363 \pm 0,617$), are higher than the traditionalism scores of the ones, whose educational level is Primary School and Secondary School ($3,934 \pm 0,879$). The traditionalism scores of the ones, whose educational level is High School ($4,363 \pm 0,617$), are found higher than the traditionalism scores of the ones, whose educational level is University ($3,925 \pm 0,787$). The Traditionalism scores of the ones, whose educational level is High School ($4,363 \pm 0,617$), are found higher than the traditionalism scores of the ones, whose educational level is Post-graduate ($3,910 \pm 0,837$).

According to the results of the one-way analysis of variance (Anova) performed to determine whether the androgyny score means of the automobile users

exhibited a significant difference in terms educational level variable, the difference between the group means is found significant ($F=3,213$; $p=0.013<0.05$). Post-Hoc test is applied to determine the group, which caused the difference. According to this, the androgyny scores of the ones, whose educational level is High School ($3,937\pm1,002$), are found higher than the androgyny scores of the ones, whose educational level is Primary and Secondary School ($3,413\pm1,020$). The androgyny scores of the ones, whose educational level is High School ($3,937\pm1,002$), are found higher than the androgyny scores of the ones, whose educational level is University ($3,457\pm1,011$). The androgyny scores of the ones, whose educational level is High School ($3,937\pm1,002$), are found higher than the androgyny scores of the ones, whose educational level is Post-graduate ($3,373\pm1,140$).

According to the results of the test performed to determine whether the brand equity score means of the automobile users, who participated in the research, exhibited a significant difference in terms of educational level variable, the difference between the group means is not found significant ($p>0.05$).

4.16.4 T-Test Results of Brand Personality Sub-Dimensions of All Brands According to Employment Status

According to the results of the test performed to determine whether the competence, excitement, traditionalism, androgyny, brand equity score means of the automobile users, who participated in the research, exhibited a significant difference in terms employment status variable, the difference between the group means is not found significant ($p>0.05$).

4.16.5 T-Test Results of Brand Personality Sub-Dimensions of All Brands According to Sector of Employment

In according to the results of the test performed to determine whether the competence, excitement, traditionalism, androgyny, brand equity score means of the automobile users, who participated in the research, exhibited a significant difference in terms sector of employment variable, the difference between the group means is not found significant ($p>0.05$).

4.16.6 T-Test Results of Brand Personality Sub-Dimensions of All Brands According to Monthly Income

According to the results of the one-way analysis of variance performed to determine whether the excitement score means of the automobile users, who participated in the research, exhibited a significant difference in terms of monthly income variable; a significant difference is found between the group means ($F=3,629$; $p=0.006<0.05$). Post-Hoc test is applied to determine the group, which caused the difference. According to this, the excitement scores of the ones, whose monthly income is 2.000 TL and less ($4,277\pm0,823$), are higher than the excitement scores of the ones, whose monthly income is 2001 TL-3000 TL ($3,777\pm0,998$). The excitement scores of the ones, whose monthly income is 2.000 TL and less ($4,277\pm0,823$), are found higher than the excitement scores of the ones, whose monthly income is 3001 TL-4000 TL ($3,788\pm0,836$). The excitement scores of the ones, whose monthly income is 2.000 TL and less ($4,277\pm0,823$), are found higher than the excitement scores of the ones, whose monthly income is 4001 TL-6000 TL ($3,709\pm0,881$). The excitement scores of the ones, whose monthly income is 2.000 TL and less ($4,277\pm0,823$) are found higher than the excitement scores of the ones, whose monthly income is 6001 TL and more ($3,593\pm1,032$).

According to the results of the one-way analysis of variance performed to determine whether the traditionalism score means of the automobile users, who participated in the research, exhibited a significant difference in terms of monthly income variable; a significant difference is found between the group means ($F=2,599$; $p=0.036<0.05$). Post-Hoc test is applied to determine the group, which caused the difference. According to this; the traditionalism scores of the ones, whose monthly income is 2.000 TL and less ($4,307\pm0,714$) are found higher than the traditionalism scores of the ones, whose monthly income is between 2001 TL-3000 TL ($4,017\pm0,825$). The traditionalism scores of the ones, whose monthly income is 2.000 TL and less ($4,307\pm0,714$), are found higher than the traditionalism scores of the ones, whose monthly income is 4001 TL-6000 TL ($3,960\pm0,840$). The traditionalism scores of the ones, whose monthly income is 2.000 TL and less ($4,307\pm0,714$), are found to be higher than the traditionalism scores of the ones, whose monthly income is 6001 TL and more ($3,801\pm0,839$).

According to the results of the test performed to determine whether the competence, androgyny, brand equity score means of the automobile users, who participated in the research, exhibited a significant difference in terms monthly income variable, the difference between the group means is not found significant ($p>0.05$).

5.CONCLUSION

In today's marketing world, where products and services are rapidly becoming similar; the efforts of the brands for making themselves unique in order to obtain a competitive advantage against their competitors, are no more only a communication strategy, but have become a serious requirement. Brand personality, which can be defined as the reflection of human personality in the marketing world stands out as a brand strategy that is considered to be capable of making the brand more visible among its competitors (Aaker, 2015, pp.51-60).

Creation of a loyal consumer population for the brands and adding new consumers to this population every single day and enlarging the loyal consumer base are undoubtedly the most important potential targets of both product and service brands (Selvi,2007, p.49). In recent years, with the brand equity becoming one of the most important assets of brand equity, the companies started to highlight and apply their marketing strategies that will enrich and increase brand equities. In this frame, in this study, which has the purpose of understanding the role of brand personality on brand equity, it is targeted to provide contribution to both academic and business world in marketing and brand management areas.

In the first section of conceptual frame part, first of all, the definition and importance of brand personality are underlined so as to provide basis for the research section of the thesis, and thereafter, all concepts related with brand personality are handled in detail. Different approaches are used to explain the relationship between brand identity, brand image, brand positioning concepts, which are assessed in the literature frequently so as to substitute or contain each other, and brand personality.

In the following part, the definition of consumer-based brand equity concept, its development in the process and the components of Aaker's (1991) brand equity model are examined in detail. In addition to all those, the relationship between brand personality and brand equity are tried to be explained using the studies based on literature review.

In the primary research, which is performed to determine the role of brand personality on brand equity basing on automobile brands, the questionnaire technique among the quantitative research methods is used. The research is performed basing on Renault, Fiat and Volkswagen brands, which are the most sold three brands in according to the domestic / imported retail numbers for January – July 2017 of Automotive Distributors Association (http://www.odd.org.tr/web_2837_1/neuralnetwork.aspx?type=36). 390 valid forms are obtained as the result of the questionnaire made with the users of Renault, Fiat and Volkswagen brand automobiles at Samsun Yeşilyurt Shopping Mall and automobile services.

For the brand personality variable of the research, Aksoy and Özsoy's (2007) brand personality scale, which is Jennifer Aaker's (1997) brand personality scale adapted to Turkish – specific dimensions, is used, and as brand equity variable, Aaker's (1991) brand equity model is taken as basis. In line with this, a brand equity scale is formed to be applied in the questionnaire section by making use of the literature related with consumer-based brand equity.

It is determined that the personality dimensions of the automobile brands included in the scope of the research are congruent with the results of Aksoy and Özsoy's (2007) studies and are gathered under four different dimensions as

competence, excitement, traditionalism and androgyny and that with the deletion of two items in Aksoy and Özsomer's (2007) study during the analysis, it has a structure accommodating 37 personality properties.

When the relationship between brand personality dimensions and brand equity is examined in depth, it is concluded that competence, excitement and androgyny dimensions of Renault's personality increased the brand equity of Renault, however traditionalism dimension did not affect the brand equity. It is found in the research that competence, excitement and traditionalism dimensions of Fiat's personality increased Fiat's brand equity, however androgyny dimension did not affect the brand equity. It is determined that competence and traditionalism dimensions of Volkswagen brand increased the Volkswagen's brand equity, however excitement and androgyny dimensions did not affect the brand equity. When the relationship between the brand personalities and brand equities of the three brands included in the questionnaire is handled as a whole on sector basis, it is concluded that the competence, excitement, traditionalism dimensions of automobile brand personalities increased the brand equity of automobile brands, however androgyny dimension did not affect the brand equity. Originating from those findings, according to the perceptions of automobile users, it is concluded that some perceived brand personality dimensions had a more direct and significant role on the equity of automobile brands while some others are insensitive to brand equity.

The results of the analysis examining the statistical significance show that there is a positive relationship between brand personality and brand equity regardless of the brand differences. In other words, as the result of the performed analysis, it is seen that the brand personalities of all three of Renault, Fiat and Volkswagen have a statistically positive significant relationship with the brand equities. Hence, the first

three hypothesis of the research, which are separately created to reveal the relationship between brand personality and brand equity, are accepted.

When the three automobile brands, which are included in the research, are analyzed as a whole in terms of sector, it is determined that there is a positive significant relation between the automobile brand personalities and total brand equity, and therefore, the fourth hypothesis is also accepted.

Besides those results, it is also determined that Volkswagen's brand equity among the automobile brands included in the questionnaire showed a significant difference from the brand equity of Renault and Fiat and is perceived higher by the consumers.

Furthermore, in the research findings, it is seen the Volkswagen's brand personality's competence and excitement dimensions, and Renault and Fiat's traditionalism dimension are perceived on the foreground by the consumers.

Since our study examines the role of brand personality on consumer-based brand equity, the angles of view or expectations from the consumers of the companies in relation with brand personality and brand equity relationship are not studied.

As is the case for other researches examining similar subjects, this study has shown that some dimensions of brand personality have a positive role on the brand equity (Su & Tong, 2015, Florance, Guizani & Merunka, 2011). The obtained result shows that the companies can ensure the enrichment of their brand equities and obtain competitive advantage by including brand personality strategy in their marketing communication activities.

We think that our research can provide contributions to the studies to be performed in the future in relation with the role of brand personality on brand equity.

In this context, performance of researches for revealing the relationship between brand personality and consumer -based brand equity in the future with larger samples in other cities of our country, basing on the brands in sectors other than automotive or by including other competitor brands in the automotive sector in the study can ensure that results that might contribute to the literature in different aspects are obtained.



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APPENDIX

Dear participant,

This study was prepared within the scope of the research topic of my graduate thesis to examine the relationship between brand personality and brand equity carried out at Yeditepe University. Please answer all the questions on the questionnaire based on your experience and your perceptions of the automobile brand you are using. It is your valuable answers to the questionnaire questions that are important for the study, so do not share any credentials on the questionnaire. The confidentiality of your answers will be protected by the researcher only because it is a scientific study.

Thank you for your participation.

Cansu Mayadağlı

1-Please mark the automobile brand you are a user of.

☐ Renault

☐ Fiat

☐ Volkswagen



PART 1: When you think of the **automobile brand you are using** as a human, check how well the following personality characteristics fit the brand. (1: Strongly Disagree, 2: Disagree, 3: Neutral ,4: Agree,5: Strongly Agree)

BRAND PERSONALITY SCALE	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.Good Quality					
3.Professional					
4.Successful					
5.Who is very good at his/her career					
6.Reliable					
7.Prestigious					
8.Confidence					
9.Pretentious					
10.Well-known					
11.Tough					
12.Global					
13.Original					
14.Good					
15.Consistent					
16.Humourous					
17.Fun					
18.Cheerful					
19.Lively					

20. Who enjoys life					
21. Sincere					
22. Independent					
23. Nimble					
24. Youthful					
25. Energetic					
26. Young					
27. Passionate					
28. Sportive					
29. Charming					
30. Economic					
31. Modest					
32. Traditional					
33. Thrifty					
34. Classic					
35. Conservative					
36. Family-oriented					
37. Masculine					
38. Rebellious					
39. Flashy					
40. Feminine					

PART 2: Please indicate how much you agree with the following statements about the automobile brand you are a user of. (1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree)

BRAND EQUITY SCALE	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand Awareness					
41. I can recognize X among other competing brands.	1	2	3	4	5
42. Some characteristics (e.g. logo) of X come to my mind quickly.	1	2	3	4	5
43. I know what this (X) brand's automobiles look like.	1	2	3	4	5
44. When I think of automobiles, X is one of the brands that comes my mind.	1	2	3	4	5
Perceived Quality					
45. X brand offers very good quality automobiles.	1	2	3	4	5
46. X brand offers very durable automobiles.	1	2	3	4	5
47. Brand X offers automobiles with excellent features.	1	2	3	4	5
48. The reliability of X brand is very high.	1	2	3	4	5
Brand Association					

49. X has very unique brand image, compared to competing brands.	1	2	3	4	5
50. I like the brand image of X.	1	2	3	4	5
51. X is a unique brand.	1	2	3	4	5
52. X brand is good value for money.	1	2	3	4	5
53. I have a clear image of the type of person who would use the brand X.	1	2	3	4	5
54. X brand has a clear personality.	1	2	3	4	5
Brand Loyalty					
55. I consider myself to be loyal to X.	1	2	3	4	5
56. When buying automobile, X would be my first choice.	1	2	3	4	5
57.58. I am still willing to buy X even if its price is a little higher than that of its competitors.	1	2	3	4	5
58. I would recommend X to my friends.	1	2	3	4	5
59. Even if another a brand has the same features, I would prefer to buy X brand.	1	2	3	4	5
60. If another brand as good as X, I prefer buy X.	1	2	3	4	5

PART 3: Select the option that best suits your needs from the following questions about your personal information.

61. Specify your gender.

☐Female ☐Male

62. Specify your age.

☐18-25 ☐26-35 ☐36-50 ☐51 and more.

63. Specify your educational status.

☐Primary School

☐Secondary School

☐High School

☐College

☐University

☐Master

☐Doctorate

64. Are you employed at the moment?

☐Yes ☐No

65. Indicate which sector you are working in.

☐Public Sector ☐Private Sector ☐Self-employment ☐Other

66. Specify your occupation.

.....

67. Which of the following is your monthly income?

☐ 500 TL-1.000 TL ☐ 2.001 TL-3.000 TL ☐ 4.001 TL-6.000 TL

☐ 1001 TL-2.000 TL ☐ 3.001 TL-4.000 TL ☐ 6.001 TL and more.

