ESTABLISHING RELATIONSHIP BETWEEN PERSONALITY, TRUST, ATTACHMENT AND COMMITMENT OF BRAND THROUGH SEM APPROACH

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Abstract: Establishing the relationship is very important for the brand through its dimensions. Personality, trust, attachment, commitment are major four dimensions and SEM is approach which help brand to establish relationship. The study was to establish a model which expresses the effect of brand personality and its relevant consequences for its various brand like Maggie. Main purpose of this research is to find out the impact of the consequences where experimental investigation has been set up. This investigate the impact of trust, commitment and attachment on brand loyalty. Initially, this experimental investigation was done by Aaker in 1997 which is also reconfirmed and supported by customers through giving evidence in this research paper. This study also shows the result same as shown in literature and conclude that brand personality make significant effect on trust, attachment and commitment. (Louis and Lombard, 2010; Mathew and et al. 2005; Bohlel and et al, 2011). Through this study it is suggested that personality traits of any brand plays important role and need to emphasize more which can help to reinforce those properties to and develop as reliability of the customer.

Keywords: Attachment, Brand, Personality, Commitment, Trust

I. INTRODUCTION

Companies have wide scope for selecting their marketing strategies. Such strategies give them distinction from other brand's product or say from competitors in market. A brand includes identity, originality and [other] dimensions which are captive in a symbol or a word. This is one of the main causes which outstandingly demonstrate the importance of a brand in business (Kapferer, 2003).

Branding has play major and important role in all business because according to (Berry, 2000) though trust strong brands can survive in intangible products and enables consumers to have better visualization. From the Customer's perception Risk of monetary, social and safety has been reduced when think of buying product which can be considered as biggest hurdle to evaluate the purchase before purchase. Kim et al., 2008 stated by in totality, it can be said that high level of brand equity increases repurchasing intent, overall satisfaction level and degree of loyalty.

Study the Brands are always subject of more research, and specifically brand personality requires more attention in it (Aaker, 1997). Today personality is a concerning element the concepts of brand identity (Kapferer, 1998), brand Image, brand equity and identity (Keller, in marketing, because personality as a primary factor of brand identity acts major role in the process of customers' decision-making.(Aaker, 1996). Personality produces a fantabulous position in the customers' mind and demonstrates attitudes, feelings and perspectives of customers about the brand (Guthrie, 2007).

In the Market survival is not only thing to do by the companies but survival with creating value is most important. For managers this is the big task to creating value for shareholders. When it comes to dealing with organizations 'contest, there is more to it than just Demand and Supply. A brand includes identity, originality and [other] dimensions which are captive in a symbol or a word. This is one of the main causes which outstandingly demonstrate the importance of a brand in business (Kapferer, 2003).

Study of Brands are always the subject of research, including 1993), and mainly brand personality (Aaker, 1997). Brands are identified by its elements like personality today (Kapferer, 1998), brand image, brand equity (Keller, in marketing, because personality as a primary factor of brand identity acts an important role in the customers' process of decision-making. (Aaker, 1996).

Bearing these considerations in mind, this research identifies the dimensions of brand to Establishing Relationship between Personality, Trust, Attachment and Commitment of Brand through SEM Approach and then estimates the impact of brand personality on customer overall satisfaction and brand loyalty. As a result, the paper is structured as follows: firstly, we present a conceptual framework for this research. Secondly, we investigate the relationship between the relevant concepts and other variables. Thirdly, we explain sample size, items and process of data collection and afterwards, we present data analysis and the main results. Lastly, we show the main conclusions of the study.

II.CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Brand Personality
According to (Rajagopal, 2006), the relationship between customer and brand is similar to a kind of special bonding or say relationship between two people. This relationship can be responsive. Both partners act like nearby friends. It is Aaker's opinion that brand personality 'differentiates brand identity and finally leads to the creation of brand equity (Aaker, 1996). For i.e. there is a leaflet titled, ―The Story of a Watch Factory‖ on all packages of Tissot Swiss Watches. Brand personality in today's world is like magical and attractive concept. Marketers have found many opportunity and more such hopes from it. If Aaker, 1996 has been considered for his view on this through, brand personality is major component of brand identity which play major and important role in the process of customer's decision making.
According to Aaker, 1997, Set of humans characteristics are associated with a brand he or she likes known as brand personality.

So many researchers have claimed about brand personality and its impact on brand. Brand personality is a significant aspects which help the brand for differencing and developing the emotional aspects of it. This theory has been well accepted by most of the marketers and practitioners (Aaker, 1996; Park, 2005; Diamantopoulos, 2004; Freling, 2005; Bosnjak, 2007; Gupta, 2008).

Based on the Big Five model (model which is also known as human personality model as well) Aaker(1996) found a new five dimensional model in the context of brands named Brand Personality Scale (BPS) (Aaker,1996).

2.2 Trust
As Morgan and Hunt, 1994 stated that Trust is a central factor that contributes to a successful marketing relationship and it can lead to increase efficiency, productivity and effectiveness. Berry and Parasuraman (1991) concluded trust management is key aspect in effective service marketing because as a customer, he buys service without experiencing priory. Previous researches like (Garbarino and Johnson, 1999; Morgan and Hunt, 1994) indicated that trust is a basic factor for making customer relationships. According to various researches trust can be categorized into four groups:
i. Clear intention of the parties in each interaction;
ii. The necessity of this point that each party believes the occurrence of an event may be effect their future relations;
iii. Relationships that could create desirable conditions;
iv. have faith in each other's words, promises and activities doing in the routine business.

Bilateral Understanding in the partners'interaction may lead to the establishment of a trusting relationship. Creating trust between the organization and its customers makes mutual benefits more probable (Kim et al., 2008).

2.3 Attachment:
In human upbringing attachment is shaped during his or her childhood which is developed time by time throughout the life at various stages.
Human are normally attached with their surroundings where their family, friends, palces, pets and objects are playing important role. If consumer is attached with its brand, it will defiantly reflect in its relation with the brand during time. Trust and satisfaction are two pillars which lead the building of attachment. Aust. J. Basic& Appl. Sci., 6(5) concluded that if consumer intent to purchase in future due to the brand attachment than it gives benefit to the brand defiantly.

2.4 Commitment:
In their paper Wan Park et al. (2006), stated that commitment is magnitude of the attachment. Commitment in brand shows the tendency to maintain relations with a brand. (Ahluwalia, Rohini, 2000; Kotler Philip et al., 2009) concluded, in marketing it is very important to have consumer commitment for the brand. There are so many studies conducted in this respect where new definition and scales are developed for evolution. Commitment has structures which build through satisfaction, loyalty, relative performance and involvement of the brand.
Researchers Unnava and Montgomery have identified and applied three following items to assess the brand commitment:

1) If the brand is not available, I will choose another brand.
2) I consider myself as loyal to brand;
3) I always give preference to purchase a brand in a discount or sale (Rajus, Unnava and Montgomery, 2009, p.854).

III.CONCEPTUAL MODEL

This conceptual model shows below which indicates the above mention hypothesis. According to Baratcu, 2008, Relation of consumer affects through personality. Three main elements commitment, attachment and trust are relational variables.
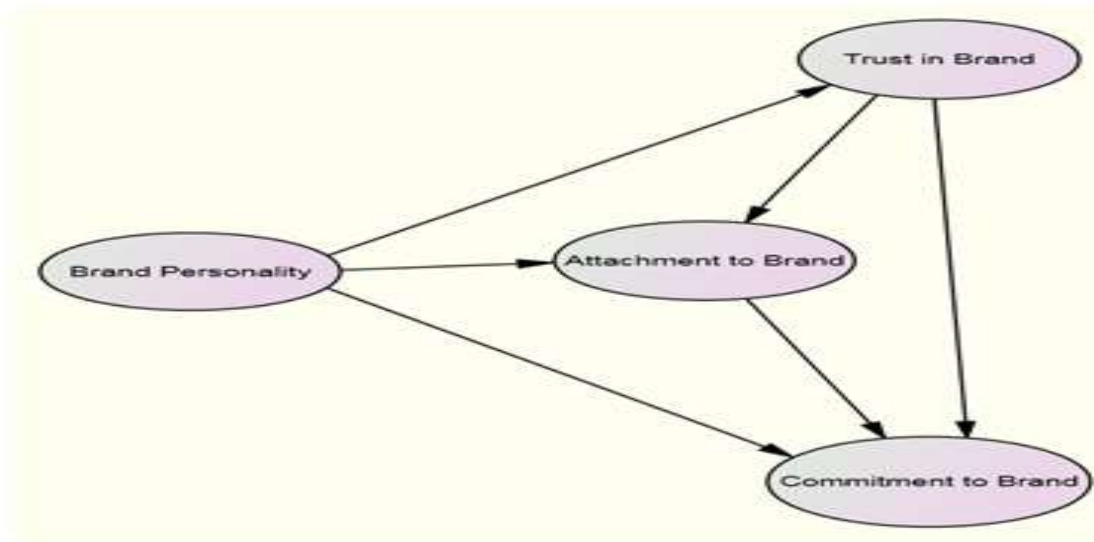

Figure 1 Proposed Model

IV.RESEARCH METHODOLOGY

This study includes the customer of Maggie brand from the Ahmadabad as sample for the research. 353 questionnaires were filled up from the customers of the Maggie through convenience sampling methods, out of that 17 questionnaire were not included in research because of missing data and wrong data.

Aaker's brand personality (1997) scale was adopted to measure the brand personality. Where , to measure the trust in brand Korchia's scale (2002), to find out attachment with brand Lacoeuilhe's scale(2000) and to know the commitment to brand Fullerton's scale (2005) were adopted with some modification.

Construct validity were examine with the AMOS software. Factor loading, Average Variance Extraction and Construct Reliability were taken as the decision parameter for the construct.

4.1 HYPOTHESIS OF RESEARCH

According to (Biel, 1993), the brand personality intends of distinction within a product category and a crucial dimension pretending preference. As stated by Lacoeuilhe, 1999, brand personality helps to elicit feelings, raises the level of trust and faithfulness.

H1: Brand personality has significant influence on the brand trust.
H2: Brand personality has significant impact on the brand attachment.
H3: Brand personality has significant impact on the brand Commitment.
H4: Brand trust has significant impact on the attachment.
H5: Brand trust has significant impact on consumer's brand commitment.
H6: Brand attachment has significant impact on consumer's brand commitment.

4.2 Why PLS-SEM?

According to Joe F. Hair et al (2011), "PLS-SEM path modeling can indeed be a "silver bullet" for estimating causal models in many theoretical model and empirical data situations. PLS-SEM is a promising method that offers vast potential for SEM researchers especially in the marketing and management information systems disciplines. PLS-SEM is, as the name implies, a more "regression-based" approach that minimizes the residual variances of the endogenous constructs. Compared to CB-SEM, it is more robust with

fewer identification issues, works with much smaller as well as much larger samples, and readily incorporates formative as well as reflective constructs." This study we have used predictive model for our research instead of the measurement model and for that regression based approach is appropriated.

V. DATA ANALYSIS

5.1 Reflective measurement model of brand personality

Base of the structured questionnaire was taken from the Jenifer Aaker's brand personality dimensions which has total 42 indictors with its five dimensions of brand personality. These five dimensions are Competence, Excitement, Sincerity, sophistication and Ruggedness which consider as

a) Sincerity (humble, caring for family and others, roots oriented, truthful, genuine, healthy, unique, happy, emotional, approachable)

b) Excitement (modern, self-determining, conversant, distinctive, creative, young, calm, brave, exhilarating, up-to-the-minute, courageous)

c) Competence (trustworthy, hard-working, protected, intellectual, methodical, commercial, effective, front-runner, self-possessed),

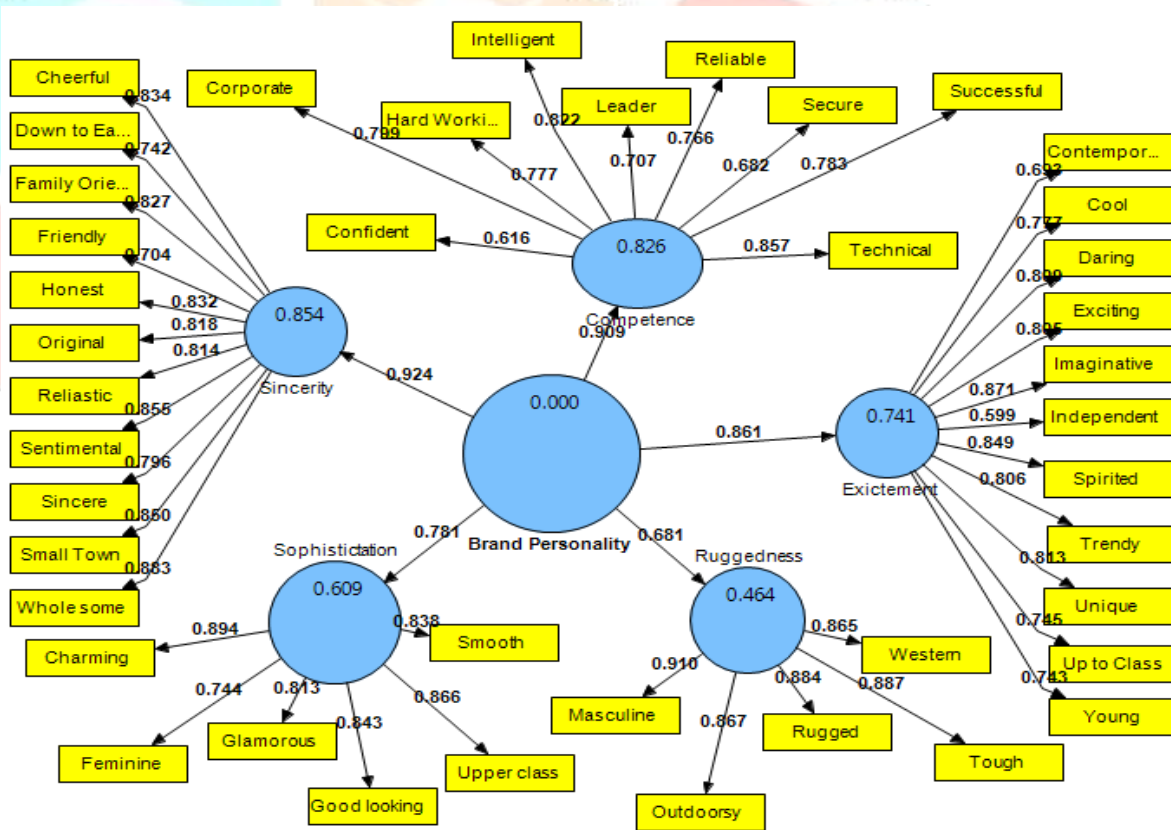d) And Ruggedness (outdoorsy, manly, latest, hard-hitting, sharp).

Figure 2 Measurement Model

For the evaluation of the reflective measurement model, outer loading, average variance extracted and reliability plays most important role. According to Joe F Hair et al. outer loading should be more than 0.7 , AVE should be greater than or equal to 0.5 and Composite Reliability and Cronbach's Alpha should be greater than 0.7. Table and figure shows the quality measurement for the model. Outer loading, reliability provides the good model fit where the AVE is not good but the acceptable just below the 0.5.

Table 1 Quality Measurement of Model				
	Ave	Reliability (Composite)	R^2(Square)	Cronbachs Alpha
Brand Personality	0.469128	0.973475		0.971854
Competence	0.577567	0.924232	0.826231	0.906758
Excitement	0.603905	0.943256	0.740737	0.933097
Ruggedness	0.779205	0.94635	0.46366	0.929157
Sincerity	0.665043	0.956066	0.854351	0.949159
Sophistication	0.695984	0.931937	0.609374	0.911913

5.2 Path Analysis

Hypotheses are examined through a structural model. Final model explains the positive relationship between structures of trust, attachment, personality and commitment.
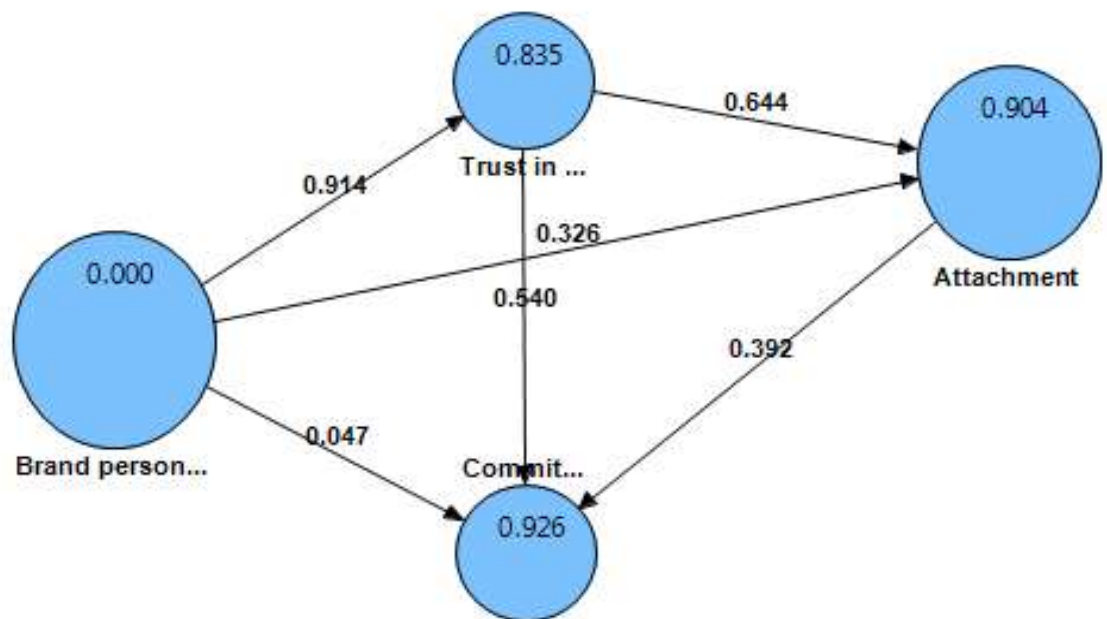

Figure 3 Path Model

Trust in brand, attachment and commitment is directly and positively impacted on brand loyalty. Brand personality influences on trust more and on commitment very low. Trust impacts on attachment as well as commitment with average intensity. Attachment makes positive but moderate to low intensity.

5.3 Bootstrapping

In PLS-SEM, data are not presumed normally distributed. Consequently, PLS applies nonparametric test and involves repeated as well as random sampling with replacement from the original sample and create a bootstrap sample, to acquire standard error for hypothesis testing. Henseler, Ringle, and Sinkovics 2009, concluded that through process assumption for sample distribution which is reasonable representation of whole population distribution. PLS-SEM is needed to test for the significance where the bootstrap is unable to estimated coefficients.
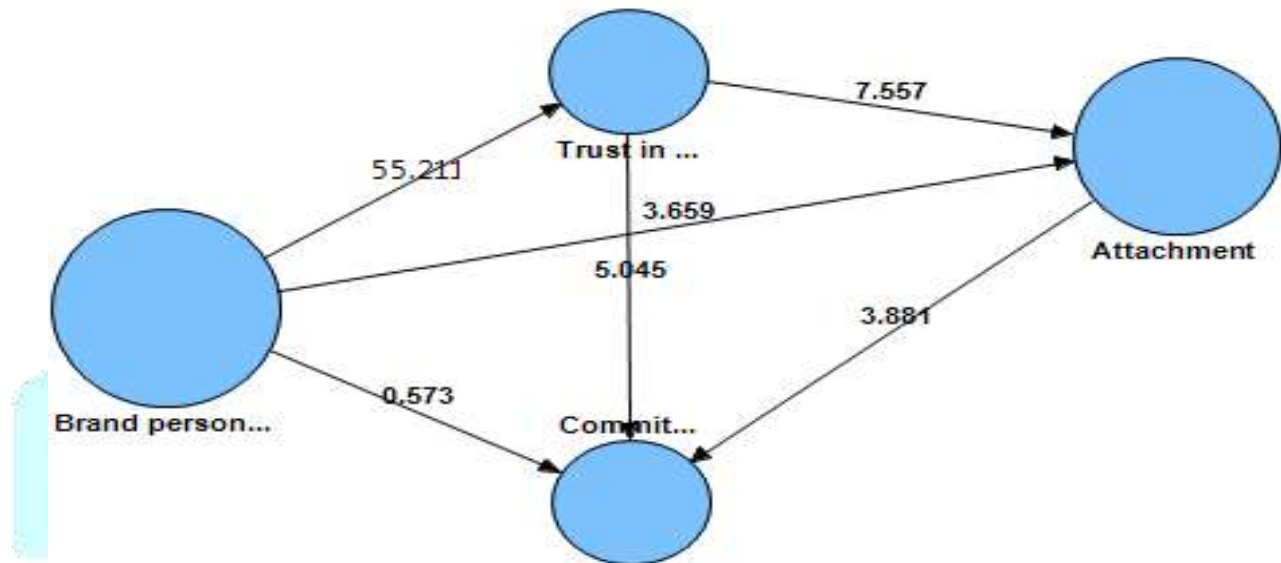

Figure 4 Bootstrapping

Figure provides the t statistics for the proposed hypothesis. All the t values are above 2.58 which indicate the significant of the hypothesis at 1% level of significant. All the causal effects are highly significant.

VI. CONCLUSION AND DISCUSSION

All the adopted scales were subject to reliability and validity testing. For the reliability, Cronbach's Alpha was considered as tool and found that all the scale were shows the good reliability with higher than 0.7

The main aim of this study was to establish and develop a model. Such model expresses the effect of brand personality on its relevant significances on Maggie. For this purpose, this research has been set up to experimentally investigate the impact of brand personality on trust, attachment and commitment as well as the relation between its consequences. This research has also confirmed the results of Aaker (1997) by giving some evidences from customers. This study also shows the result same as shown in literature and conclude that brand personality make significant effect on trust, attachment and commitment. (Louis and Lombart , 2010;Mathew and et al. 2005;Bohlel and et al,2011). It is suggested that companies and marketers should emphasize more on personality traits of the brand as much as possible. They have to try strengthening those properties which can help to attract reliability of the consumers.

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