

Relationship between Brand Personality and Management of Economics in Iraq

Atheer Abdulamer Al Mashady¹, Hana J Mohammed Al Askary², Huda Mahdi Hasan³

^{1,2} *Department of Businesses Management, College of Administration and Economics, University of Al-Qadisiyah, Iraq*

¹ Atheer.almashady@qu.edu.iq

² hnaalskry@gmail.com.

³ *Department of Finance and Banking, College of Imam Kadhim*

³ huda.mmm_2012@yahoo.com

Abstract— Through current research is intended disclosure to investigate the relationship and influence between the Brand Personality through the supply chain process. The research problem is identified in key question, Do brand personality play a role in arousing or creating a state of supply chain process with the customer, where consisted of two basic questions. But in order to confirm the hypothesis president underwent multiple tests to ensure their validity. The research use questionnaire to collect data. The data was analyzed using a variety of statistical methods and extracted results using statistical program SPSS v.20. The main conclusions of research is the responses of the research sample varied to the variable of brand sincerity by the sense of joy when dealing with that brand in addition to the benefit of its use. The key recommendations is marketing managers should take an interest in the idea of brand personality because it helps to differentiate the mark by developing the consumer's emotional aspects.

Keywords— *Brand Personality, Supply Chain Process, Wisdom of Purchase dissonance, key question, basic questions.*

1. Introduction

The current markets are saturated with many products that serve the same benefit to the customer. In other words, the markets become closer and narrower, the market share is smaller and competition is stricter, and the customer becomes aware of the products symmetrically.

Brand managers are always trying to distinguish their brand from other brands by creating unique benefits, and thereby achieve a sustainable competitive edge. In recent decades, many companies have been forced to use brand identity increasingly as a tool to distinguish brands and their location [1-3]. The relationship between consumer personality traits and brand personality

has been the subject of much attention from researchers over the past few years. Because of this interest, the idea of brand personality has become acceptable to marketing men as it is considered an important subject because it helps organizations to distinguish their brands.

Some marketers believe that the intangible aspects of the Brand, such as personality, may create a kind of anxiety or discomfort resulting from the difficulty of distinguishing between products, as opposed to the tangible aspects of the mark such as features and functional characteristics which are now very small. Brand personality in creating a state of supply chain process to the customer.

1.1. Research problem (personal branding):

The problem of research lies in the lack of literature on this topic, so there is a need to address this concept and study from the point of view of management in general and marketing in particular. The parameters of the research problem can be identified with the main question:

Do Brand Personality play a role in arousing or creating a state of supply chain process with the customer? Which is integrated into the following questions:

1. Is there a relationship between Brand Personality and supply chain process?
2. What is the impact of Brand Personality on supply chain process and economy management?

1.2. The importance of research

The importance of research stems from the following:

1. The scarcity of studies (Arab and foreign) related to the connection between Brand Personality and supply chain process - within the limits of the researcher's knowledge - and can be a scientific addition to the heritage available in libraries. In addition, there is a research gap that the research will contribute to its coverage.

2. The research variable related to Brand Personality in its dimensions (Sincerity, Excitement, competence, Sophistication, Ruggedness) is one of the most important elements to predict consumer preferences and choices.

3. The variety of research related to supply chain process in its dimensions (emotional dissonance, cognitive dissonance, dissonance resulting from the treatment of service providers) is one of the most important modern variables in the modern marketing literature.

4. This research is an important step that helps marketing managers in laptop computers stores to promote the use of advanced marketing methods, which have proved effective, such as Brand Personality and supply chain process.

1.3. Research Objectives

The research aims to achieve the following objectives:

1. Provide a conceptual framework for what Brand Personality and supply chain process.
2. Determine the relationship and influence between Brand Personality and supply chain process.
3. To reach a range of recommendations and recommendations that could be of interest to both researchers interested in the research subject or to practitioners and thinkers from the managers and marketers in various business organizations.

1.4. Research Plan

His model of the research is designed as a hypothesis model in line with the research problem, its importance, objectives and methodology, and to clarify the correlation relationships of the independent variable with all its sub variables, the adopted variable and all its sub-variables. This can be illustrated in Figure 1, where the Brand

Personality were measured based on the [4, 5] in determining the dimensions of Brand Personality (Sincerity, Excitement, competence, Sophistication, Ruggedness). The most important factor in maintaining a brand is creating loyalty in the attitudes, beliefs, and behaviors of customers, which ensures the prosperity, sustainability and success of the organization [6-8]. Regarding the mentioned role, this research has been conducted to investigate the relationship between brand personality and customer loyalty in mobile phone market in Shiraz. The results of this research can be used in planning and determining the strategies of organizations in order to create sustainable competitive advantage and obtain customer satisfaction and loyalty.

1.5. Research hypotheses

The hypotheses of the research were formulated in the light of the empirical research model and will be tested through the correlation and impact relationships to prove their validity of the other.

1. The first main hypothesis: There is a significant correlation between the dimensions of Brand Personality and supply chain process.

A. The first sub-hypothesis: There is a significant correlation between Brand Sincerity and supply chain process.

B. The second sub-hypothesis: There is a significant correlation between Brand Excitement and supply chain process.

C. The Third Sub- Hypothesis: There is a significant correlation between Brand competence and supply chain process.

D. The Fourth Sub- Hypothesis: There is a significant correlation between Brand Sophistication and supply chain process.

E. Fifth hypothesis: There is a significant correlation relationship between Brand Ruggedness and supply chain process.

2. The second main hypothesis: There is a significant effect relationship between the dimensions of Brand Personality and supply chain process.

A. The first sub-hypothesis: There is a significant effect relationship between Brand Sincerity and supply chain process.

B - The second sub-hypothesis: There is a significant effect relationship between Brand Excitement and supply chain process.

C. The Third Sub- Hypothesis: There is a significant correlation between Brand competence and supply chain process.

D. The Fourth Sub-Hypothesis: There is a significant influence relationship between Brand Sophistication and supply chain process.

E. The Fifth Sub-hypothesis: There is a significant correlation between Brand Ruggedness and supply chain process.

1.6. Research Sample

1. Spatial Sample: The spatial research sample was represented by the Faculty of Administration and Economics, Qadisiyah University.

2. The human sample of the research: The human sample consisted of (425) students of the first stage enrolled students for the academic year 2017/2018 and the different scientific departments.

1.7. The temporal boundaries of research

The research limits included the period of time adopted in conducting this research, which extended from 20/9/2016 until 28/11/2016.

1.8. The Truthfulness and Stability of the Research Tool

1) Honesty test:

In order to verify the validity of the survey list in achieving the objective for which it was designed, the researcher presented the survey list to a group of specialized experts from marketing professors at University of Baghdad and Qadissiya, as presented in its initial form to some students. And add new terms.

2) Stability test:

In order to measure the stability of the survey lists for data collection, the Alkronbach method was used. If an alpha coefficient between (0-5, 0) is considered sufficient and acceptable, an alpha coefficient of 80.0 is considered to have an excellent level of confidence and reliability [9, 10], and the validity of the scale was tested by the apparent validity of the square root of the alpha stability coefficient. Table (1) shows the results of the analysis.

Table 1. Results of the stability test and the apparent honesty of the research variables

<i>Variables</i>	<i>Number of Vocabulary</i>	<i>Alpha coefficient</i>	<i>Virtual honesty</i>
<i>Brand Personality</i>	42	0.929	0.963
<i>supply chain process</i>	14	0.882	0.939

Source: Preparation of the researcher based on the results of statistical analysis

2. Brand Personality

1. Concept of Brand Personality

The development of the brand has undergone a series of stages, the first phase of which is defined as the non-characteristic phase of the product, which is distributed by the product and which needs little effort to distinguish it. In the second stage, the product moved to the

reference stage in which the product responds to competitive forces and provides some manifestations of discrimination to its products. Yet this is seen from a practical perspective. When the market became saturated with many products for many producers and served the same function of utility, the task of distinguishing the mark on its own became a more difficult task. When the brand reached this third stage, this forced producers to give their

own brand [11].

In [12] defined the personality of the mark as representing a set of characteristics taken from human characteristics that could be applied to the brand. The brand personality has been developed to increase the attractiveness of the brand in the minds of consumers. The brand has also been defined as human attributes related to the trade mark to facilitate communication between the physical elements and brand attributes for the consumer [13, 14].

The author himself stresses that the personality of the brand should be viewed from two perspectives: the first is how the brand presents itself in the environment (brand identity, side of the sender); second, what is the current social perception (brand image, recipient side).

In [15-18] brand as the first reaction to a consumer when they hear, see, taste, or even touch certain products of a particular brand. While [19-22] defined it as a strategic tool that works to form a continuum between brand and consumer, the brand can reflect or represent a person known in the consumer's mind.

And see it [23, 24] that the brand has human characteristics or properties that can be attributed to the brand.

Among the studies reviewed by the researcher are [25-29]. It was found that previous studies have agreed on one unified definition to the brand by [30] as the set of human traits associated with the brand.

2. Brand Personality Significance:

A brand is part of the brand's basic identity as part of its perceived image, albeit implicitly, and therefore can contribute significantly to its distinction from competing brands. The brand's personality contributes to the creation of value for the mark through its use as a tool of self-expression, helping it establish a relationship with the consumer by showing its functional benefits [31].

A strong brand identity is a tool that enhances the company's performance. Some believe that this person has a significant impact on understanding the purchasing decision. The fact that the consumer takes the quality of the mark into account is aware that competitors are able to imitate them and present the same characteristics, but they will be unable to imitate the identity and personality of the mark [22]. Brand personality plays an important role in the overall strategy of the company, which is one of the most important tactics used by the company to gain competitive advantage [31].

With the proliferation of brands increasingly in a strong competitive market, trademark managers and competitors have long sought to develop a marketing strategy to distinguish their brands from competitors beyond utilitarian or functional features, where utilitarian or functional features are now known to be very small. The personality of the brand is a good basis for distinguishing similar products because they are not bound by physical properties.

2. Brand Personality Dimensions:

Some theories arose to support the character of the Brand Personality, namely [20]:

A. Theory of analogy (embodiment): This theory is stemmed from the comparison of physical objects with characteristics related to man, such as physical and mental properties. The analogy is an inference process in which the unseen properties of certain objects are inferred by knowing the characteristics of the person who possesses them.

B. Self-Concept Theory: Personality and self-concept have been used interchangeably in marketing literature, and the concept of self is defined as the beliefs and the overall feeling of the individual and his feedback. In consumer behavior research, the concept of self becomes known as self-image and has four manifestations of real self, social self, ideal self, and ideal social self [11].

C. Brand Personality Theory : [13] finds that the character of the mark has gone through two phases:

- Phase 1. Personality Brand Benefit: It represents efficiency and effectiveness. Efficiency here means the ability of the mark to perform its functions. Effectiveness refers to achieving success in achieving goals.

- Phase 2. The Symbolic Side of Brand Personality: it refers to the use of a certain sign to express something in the personality or something in the customer's lifestyle. In other words, using what is visible and tangible to express what is not visible from the many aspects of our lives.

3. Conceptualizing Supply Chain Management

Nowadays, as a global context it has become common for companies to adopt a more collaborative behaviour focused on their central competencies, outsourcing the less critical processes in order to increase the company's competitiveness. As a consequence, the success of a company will depend on how it

can manage the relations along the supply chain management. Therefore, the focus on management extrapolates the barrier of each firm, demanding the management amplification to the entire network in which it is included, encompassing suppliers and the distribution channels.

Due to the increase in competition and to the development of the growing volatility of markets, companies are focused on their central competencies transferring most of their productive operations to specialized service providers. The guarantee that costumers will get a high level service at a low cost, simplifying the business process and gaining more efficiency, are fundaments of SCM.

Table 2. Statistical description of the independent variable (Brand Personality).

No	Brand Personality	Mean	Standard deviation	%	Order of dimensions
1	Brand Sincerity	3.342	1.091	78%	4
2	Brand Excitement	3.213	1.041	75%	5
3	Brand Competence	3.501	1.021	82%	1
4	Brand Sophistication	3.451	0.968	81%	2
5	Brand Ruggedness	3.420	0.997	80%	3

- ❖ The variance variable due to service providers for the sample was achieved with a mean of (3.504), with a standard deviation of (1.021), a relative weight of (82.3%), and the order of dimension (1).
- ❖ The cognitive Conspiracies of the sample was achieved at an average of (3.445) , with a standard deviation of (1.041) and a relative weight of (81)% , and the order of dimension (2).
- ❖ The Emotional variability variance of the sample was achieved at a mean of (3.372), with a standard deviation of (1.091) and a

4. Practical side Analysis and testing of research hypotheses

4.1. Statistical description of the research variables

The objective of this paragraph is to identify the level of research dimensions (Brand Personality and supply chain process) by using the arithmetic mean, standard deviation and percentages. Each dimension obtains an arithmetic mean less than (3) the mean or a percentage less than 60% It is rejected.

relative weight of (79%) , and the order of dimension (3).

4.2. To test the hypotheses of the correlation between the main and secondary research variables

This part of the research focuses on a statistical presentation through which the correlation between the two research variables (shopping styles, supply chain process) is tested and analyzed according to the results of the detailed research plan as follows:

Table 4. The matrix of correlation relationships for the main and sub-variables

No.	The dimension	supply chain process	Significant level
1	Brand Sincerity	0.358	0.000
2	Brand Excitement	0.460	0.000
3	Brand Competence	0.301	0.000
4	Brand Sophistication	0.430	0.009
5	Brand Ruggedness	0.379	0.003
6	Brand Personality	0.416	0.000

1. The first main hypothesis: There is a significant correlation between the Brand Personality and supply chain process at the macro level. And through the data in Table (4) It was found that a positive correlation was found (0.416), while at the level of significance (0.000), it was less than the level of significance determined by the researcher (0.01), this hypothesis is accepted at the research level.

2. The first sub- hypothesis: There is a significant correlation between the Brand Sincerity and supply chain process at the macro level. And through the data in Table (4) It was found that a positive correlation was found (0.358), while at the level of significance (0.000), it was less than the level of significance determined by the researcher (0.01), this hypothesis is accepted at the research level.

3. The second sub-hypothesis: There is a significant correlation between the Brand Excitement and supply chain process at the macro level. And through the data in Table (4) it was found that a positive correlation was found (0.460), while at the level of significance (0.000), it was less than the level of significance determined by the researcher (0.01), this hypothesis is accepted at the research level.

4. The third sub-hypothesis: There is a significant correlation between the Brand Competence and supply chain process at the macro level. And through the data in Table (4) It was found that a positive correlation was found (0.301), while at the level of significance (0.000), it was less than the level of significance determined by the researcher (0.01) , this hypothesis is accepted at the research level.

5. Sub-hypothesis 4: There is a significant correlation relationship between Brand Sophisticationand supply chain process at the macro level. The results of Table (4) show that there is a positive correlation relationship (0.430), while the level of morale was (0.009) which is less than the level of morale determined by the researcher (0.01)) and therefore accept this hypothesis at the level of research.

6. The fifth sub-Hypothesis: There is a significant correlation relationship between Brand Ruggedness supply chain process at the macro level. The results of Table (4) show that there is a positive correlation relationship (0.379), while the level of morale was (0.003) which is less than the level of morale determined by the researcher (0.01)) and therefore accept this hypothesis at the level of research.

4.3. Results of the relations of influence between the variables of research

At this point we will discuss the results of the test and analysis of the relations of influence between the variables of the search and as provided by the hypothesis of the main effect (the existence of a positive statistical significance of the Brand Personality in supply chain process) and sub-hypotheses emanating from them will be tested successively according to the scheme of research hypothesis:

1. Results of the influence relationship test of the main hypothesis

Table (5) shows the results of the relationship of the influence of the Brand Personality in supply chain process according to the results of the simple regression determination by assuming that there is a relational relationship between the real value of Brand Personality (X) and the supply chain process (Y).

$$Y = a + X\beta$$

Whereas: Y = supply chain process X = Brand Personality
a = statistical constant

β = the slope of the equation (the amount of change in y that occurs as a result of x change of one unit).

That this equation shows that supply chain process is a function of the real value of shopping styles, that the estimates of this equation and its statistical indicators were calculated at the level of the research sample of (425) students and the equation of the simple regression of the relationship between the two variables as follows:

$$\text{Cognitive Conflicts} = (1.612) + (0.801) \text{ Brand Personality}$$

In this context, the ANOVA variance was analyzed for the variables and the results were as in Table (5)

Table 5. ANOVA analysis of the relationship between Brand Personality and supply chain process.

Reference of Contrast	Freedom degree	The sum of the squares	the mean of squares	R2	the value of F the calculated	Significant level
Downhill	1	24.60	23.68	0.642	74.299	0.000
The error	423	5.31	0.21			
Total	424	26.11				

The table of transactions referred to the values shown as follows:

Table 6. Results of the relationship test of the effect of Brand Personality in supply chain process

Samples	Non-standard transactions		Standard transactions	T	Moral level
	Beta coefficient	Standard error	Beta		

Hard	1.519	.241	.903	.000	.000
Brand Personality	0.319	.002		37.35	.001

The table of the analysis of variance and the table of coefficients of the relationship between Brand Personality (X) and supply chain process (Y) and the level of the research sample of (425) students shows that the value of t (36.35) is significant at a less significant level. (This indicates that the regression curve is sufficient to describe the relationship between Y, X) and the confidence level (95%) and the constant is 1.519 ($a =$). This means that there is a cognitive discrepancy of 1.519 when the value of Brand Personality is zero.

As mentioned, supply chain management is a key and strategic factor in increasing the effectiveness and fulfillment of organizational goals. Accordingly, supply chain management should be considered as one of the critical areas in the management of the organization, which, like other areas, requires monitoring, monitoring, complication, improvement and ultimately lead to excellence, to gain competitive advantage, to measure performance, to improve It is imperative to be successful in managing its efficient and effective management. To this end, various components are used, the most important of which are as follows:

Strategic cooperation of suppliers. Through partnerships and team collaboration, suppliers who cannot compete on their own can combine their competitive advantages and core capabilities, and work together in the supply chain to produce better services for sustainability and survival in the market. In addition, in this case, organizations use one another's experiences and increase their efficiency and maneuverability against environmental threats. Therefore, it can generally be said that the participation of companies and organizations in the supply chains is due to two reasons: 4 (the need to use other competitive advantages), partners need 0 to deliver through resources.

Customer relation management. Customer relationship management refers to all the processes and technologies used by companies and organizations to identify, encourage, extend, provide and provide better customer service. The

principles of customer relationship management, how to create a system and implement it to communicate with customers, from the initial start and initial implementation of such systems, preserves it at different times.

Level of information sharing. The way that companies can connect with each other and thus benefit from the benefits of integration is called information sharing. The most important information that can be shared to achieve the integrity of the supply chain is data and demand forecasts, production timelines, new product data and material changes, as well as inventory levels of chain members. The sharing of information occurs when the barriers to the flow of information throughout the supply chain are lifted or minimized. The most important of these barriers is the traditional view of contrasting relationships rather than interactive relationships in supply chains.

The value of the (R²) parameter was (0.642) meaning that the Brand Personality (X) explained the value of (0.64) of the variance in the supply chain process, and the value of the test (F) for the removal of Brand Personality in supply chain process (74.299) and at a significance level (.000) which have a significant significance at a level less than (0.05). In the light of these results, this hypothesis is accepted.

2. Results of the relationship test of the effect of the sub-hypotheses

After testing the main impact hypothesis, it is necessary to test the impact of Brand Personality (Brand Sincerity, Brand Excitement, Brand competence, Brand Sophistication, Brand Ruggedness) in supply chain process.

According to this hypothesis, the equation of the multiple regression of the Brand Personality (X₁, X₂, X₃, X₄, X₅) in supply chain process (Y)

Cognitive Conflicts = (1.519) + (.431) Brand Sincerity + (.527) Brand Excitement + (.621) Brand competence + (.531) Brand Sophistication + (.502) Brand Ruggedness.

Table (7) refers to the values shown as follows:

Table 7. Results of the relationship test between the Brand Personality and supply chain process

Samples	Non-standard transactions		Standard transactions	T	Moral level
	Beta coefficient	Standard error	Beta		
Hard	1.519	.234	.913	.000	.000
Brand Sincerity	0.319	.221	.421	36.35	.000
Brand Excitement	2.148	.394	.837	9.411	.005
Brand Competence	1.526	.019	.488	10.943	.000
Brand Sophistication	1.637	.043	.548	11.904	.003
Brand Ruggedness	1.418	.450	.519	12.739	.000

It is clear from Table (7) that the regression equation indicates the constant ($a = 1.519$). This means that there is a cognitive discrepancy of (1.519) when the value of the Brand Personality is zero. The value of the marginal inclination of Brand Sincerity reached ($.421 = 1\beta$) and associated with (X1). It indicates that a change of (1) in Brand Sincerity will result in a positive change of (.421) in supply chain process.

The value of the marginal inclination for Brand Excitement reached ($.837 = 2\beta$) and associated with (X2). It indicates that a change of (1) in Brand Excitement will result in a positive change of (.837) in supply chain process.

The value of the marginal inclination of Brand Competence has reached ($.488 = 3\beta$) and the accompanying X3 indicates that a change in the value of (1) in the Brand Competence will result in a positive change of (.488) in supply chain process.

The marginal value of Brand Sophistication is ($.548 = 4\beta$) and is associated with (X4). It indicates

that a change of (1) in Brand Sophistication will result in a positive change of (.548) in supply chain process.

The value of the Brand Ruggedness has reached ($.518 = 5\beta$) and is associated with (X5). It indicates that a change of (1) in Brand Ruggedness will result in a positive change of (.518) in supply chain process.

5. Conclusions

1. The responses of the research sample varied to the variable of brand sincerity by the sense of joy when dealing with that brand in addition to the benefit of its use.

2. The variable of brand has achieved a positive trend by the sample of the research by satisfying the customer's desire to imagine and keep pace with the requirements of the age in which we live.

3. The indicators of the efficiency of the brand were clear for the sample of the research. This means that the sample has a clear perception that the intelligence of the brand in the transaction creates a state of supply chain process with the customer.

4. The indicators of the development of the brand were very strong through the ability of the brand to attract new customers. The variable of the brand development has obtained the second highest mean of the computation relative to the mean, and the variable was more pronounced.

5. The responses of the research sample were varied concerning the brand ruggedness with respect to the raw materials used to manufacture the brand, the lack of availability in the competing brands, and the availability of spare parts.

6. The dimensions of supply chain process (emotional dissonance, supply chain process, dissonance arising from the treatment of service providers) have been met by negative measurement indicators and are more pronounced in the dissonance arising from the treatment of service providers through the supposed uncertainty and confusion of service providers' abuse.

7. The personality of the brand relationships (correlation, effect) has a positive statistical function with the variables of supply chain process combined.

This paper highlights that there are challenges for the implementation of SCM plans but also provides reasons for the promotion of these plans. It also points out to the fact that there are not sufficient studies in the empirical and theoretical atmosphere about the development of SCM. A significant amount of these studies deepen in specific themes such as agility, lean, reliability, bullwhip effect, postponement, etc. This fact highlights the necessity of development of priorities in researches related to the construction and implementation of SCM under a new paradigm of network; comparative analyses among different chains; studies about the flux and management of knowledge in SCM; researches about the influence of the evolutionary speed in governance, structure and partnership in supply chains.

6. Recommendations

1. Marketing managers should take an interest in the idea of brand personality because it helps to differentiate the mark by developing the consumer's emotional aspects.

2. Marketing managers must create brand

personality traits through:

- Fulfilling the promises and services announced by the company to the customer, which make a good impression of the sincerity of the mark in the customer's mind.

- Increasing innovation in brand design, which creates a sense of brand awareness.

- Designing the basic functions of the device in an easy and enjoyable way for the customer in addition to the free programs that facilitate its use, which generates sufficient conviction about the efficiency of the brand.

- Providing advanced services and constantly keeping pace with the variables of the competitive environment, which we are living today, leaving a feeling of the customer towards the development of the brand.

- The need to use raw materials and raw materials good when making the device to prolong the life of use, and provide original parts that last with the age of the device, which makes the customer trust the full confidence in the durability of the brand.

3. Marketing managers should focus on providing psychosocial support to customers to reduce supply chain process by enhancing their purchasing decisions by providing them with information about the key brand features and how they are used.

4. Emphasizing the credibility of the sale and provide the specifications of the brand properly, because it has a clear impact on the construction of good mental image of products.

5. The need to focus on the post-purchase phase to avoid product description negatively by customers with a lack of knowledge and the best guarantee is to develop the quality of the brand to meet the expectations of customers, and provide after-sales services.

References

- [1] Aaker, J, Dimensions Of Brand Personality. *Journal Of Marketing Research*, 34, 347-356, 1997.
- [2] Akin , M, The Impacts Of Brand Personality On Brand Loyalty: A Research On Automobile Brands In Turkey. *International Journal Of Marketing Studies*. 9(2) .134-145, 2017.
- [3] Akpan, J., Beard, L.,& Notar,C, Cognitive Dissonance : The Bane Of Value Systems. *International Journal Of Social Science And Business*,3(1),1-5, 2018.
- [4] Amatyakul, S., &Polyorat,K, The Application Of Brand Personality Concept To The City. *Journal*

- of Administrative and Business Studies, 4(2),54-64, 2018.
- [5] Asperin, A, Exploring Brand Personality Congruence: Measurement And Application In The Casual Dining Restaurant Industry. Phd Dissertation, Kansas State University, 2007.
- [6] Balaji , M., & Raghavan, S, Brand Personality: The Moderating Role Of Human Personality. Great Lakes Herald, 5(2), 24-36, 2011.
- [7] Balmer,J.,Powel,S.,Kernstock,J.,&Brexendorf ,T, Advances In Corporate Brand, Corporate Heritage, Corporate Identity And Corporate Marketing Scholarship . European Journal Of Marketing, 51(5),1-11, 2017.
- [8] Bouhleh, O., Mzoughi, N., Hadiji, D., & Slimane, I, Brand Personality's Influence On The Purchase Intention: A Mobile Marketing Case. International Journal Of Business And Management, 6(9), 210-227, 2011.
- [9] Burke,S.,Schmidt,G.,Wagner,S.,Hoffman.,R.,& Hanlon,N, Cognitive Dissonance In Social Work. Journal Of Public Child Welfare, 11(3), 299-317,2017.
- [10] Cherry, Retrieved From <https://www.verywell.com/what-is-cognitive-dissonance-2795012>, 2017.
- [11] Demirgüneş , B.& Avcilar,M, The Effect Of Cognitive Dissonance On External Information Search And Consumer Complaint Responses. International Journal Of Business Administration,8(2),57-72, 2017.
- [12] Gelder S, Global Brand Strategy: Unlocking Brand Potential Across Countries, Cultures & Markets, Kogan , P 39, 2003.
- [13] Geuens, M., Weijters, B. & Wulf, K, A New Measure Of Brand Personality. International Journal Of Research In Marketing, 26, 97-107, 2009.
- [14] Graff,J., Sophonthummapharn.,K.,& Parida,V, Post-Purchase Cognitive Dissonance – Evidence From The Mobile Phone Market. Int. J. Technology Marketing, 7(1), 32-46, 2012.
- [15] Japarianto, E, Nalisis Pembentukan Disonansi Kognitif Konsumen Pemilik Mobil Toyota Avanza", Journal Management Pemasaran, 1(2) , 81-87, 2006.
- [16] Kang ,C., Bennett ,C.,& Peachey ,T, Five Dimensions Of Brand Personality Traits In Sport . Sport Management Review, 19 , 441–453, 2016.
- [17] Khashrom, M., & Ali. S, Impact Of Perceived Difference And Perceived Quality On Consumer Loyalty To The Brand, Damascus University .Journal Of Economic And Legal Sciences, 27(4). 65-92, 2011.
- [18] Leonard, E. & Katsanis, L, The Dimensions Of Prescription Drug Brand Personality As Identified By Consumers. Journal Of Consumer Marketing, 30(7),, 583-596, 2013.
- [19] Masoomi H, The Relationship Between Brand Personality Dimensions And Consumer's Loyalty To Sports Brands In Rasht City. 7 (14) :1-14, 2018.
- [20] Mujahidi, F, Studying The Brand Perception Of The National Corporation For Electronic Industries From The Perspective Of The Institution And The Consumer. Journal Of North African Economics, 7,229-254, 2011.
- [21] Munasinghe, S, The Impact Of Brand Personality On Brand Preference: A Study On Personal Care Products. International Review Of Management And Marketing, 8(2), 9-11, 2018.
- [22] Nasution ,A.,& Rachmawan ,Y, Analysis Of Brand Personality To Involve Event Involvement And Loyalty: A Case Study Of Jakarta Fashion Week 2017. International Conference On Industrial And System Engineering, Iop Conf. Series: Materials Science And Engineering 337, 2018.
- [23] Pitt, L., Opoku, R., Hultman, M., Abratt, R. & Spyropoulou, S, What I Say About Myself: Communication Of Brand Personality By African Countries. Tourism Management, 28, 835-844, 2007.
- [24] Polyorat, K, The Influence Of Brand Personality Dimensions On Brand Identification And Word-of-Mouth: The Case Study Of A University Brand In Thailand. Asian Journal Of Business Research, 1(1), 54-69, 2011.
- [25] Powers, T. & Jack, E, The Influence Of Cognitive Dissonance On Retail Product Returns. Psychology and Marketing, 30(8), 724–735, 2013.
- [26] Salzberger ,T.& Koller, M, Investigating The Impact Of Cognitive Dissonance And Customer Satisfaction On Loyalty And Complaint Behaviour. Remark - Revista Brasileira De Marketing, 9(1), 5-16, 2010.
- [27] Silva, R & Fernando, P, The Effectiveness Of Brand Personality Dimensions On Brand Loyalty: A Study On Mobile Telecommunication Services In Sri Lanka, International Conference On Branding & Advertising, 1, 1-8, 2015.
- [28] Soliman ,W, The Relationship Between Sales Promotion, Purchase Involvement And Cognitive Dissonance: A Field Study On Paid Treatment Units In Egypt University Hospital, Mansoura University, Phd Dissertation, 2016.
- [29] Sung, Y., Choi, S.M., Ahn , H. & Song, Y, Dimensions Of Luxury Brand Personality: Scale Development And Validation. Psychology & Marketing, 32(1), 121-132, 2015.
- [30] Konukcu, S., Anumba, C.J. And Carrillo, P.M. Preliminary case studies of knowledge flow in construction supply chains. In: Proceedings of the 6th International Conference on Innovation in Architecture, Engineering and Construction (AEC), pp. 177 – 187, 2010
- [31] Wisetsri, W, The Influence Of Brand Personality Dimensions Onword-Of-Mouth Communication. International Journal Of Pure And Applied Mathematics, 119(15), 931-939, 2018