Original Article

The relationship between brand personality and customer personality, gender and income: A case study of the cell phone market in Iran

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ABSTRACT Purpose: The aim of this research is to measure the relationship between customer personality, age, income and brand personality of the cell phone market in Iran.

Design/methodology/approach: First, different models of brands and customer personalities are investigated, and then based on the Big Five Model a questionnaire is designed. The target audiences of the research are customers of the cell phone market in Tehran (capital of Iran). All the questionnaires have been examined with the SPSS software, and finally the relationships between customer personalities, gender, income level and brand personality have been surveyed.

Findings: The results show positive relationships between customer personalities (Extroversion, Agreeableness and Conscientiousness) and brands personalities (Activity, Responsibility and Adventurousness). In addition, differences between men and women and income level and their effects on perception of brand personality are measured. The results do not show any differences between customers with regard to their gender and income and brand personality.

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Originality/value: The article surveys the relationship between customer personality, gender and income and brand personality.

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Keywords: customer personality; brand personality; Big Five Model; cell phones market

INTRODUCTION

Personality as a component of brand identity has an important role in communications. If a brand does not have any personality, it cannot introduce itself and will not last in the minds of the customers. Therefore, if a brand reflects a compatible image, it can stick in their minds.¹ Brand image can be defined as a concept that is constructed on a rational and emotional basis in the minds of the customers. The culture and brand position help organizations to introduce their brands, but the customers have their own special opinions about a brand and explain their perceptions as the brand image. Therefore, we can conclude that the perception of the customer about a brand is more important than what is defined as brand reality. Consequently, constructing a suitable brand personality is an important factor by which we can make a consistent image for the brand in the customers' minds. Therefore, organizations should establish primary basics of an appropriate and long-term communication with the customers.

LITERATURE

The brand personality that can be shaped by customer experiences or the corporate marketing activities will influence customer preferences. Aaker concluded that some of the familiar brands are strongly relevant to specific characteristics, and thus they would attract customers who have the same characteristics.² Mulyanegara *et al*, in their research, explained that there is a meaningful relationship between customer personality and aspects of brand personality,³ and thus customers with specific characteristics prefer brands that are compatible with their personalities.

Kim confirmed the findings of Aaker, and also found that the brand personality would affect

word of mouth through influencing brand preferences and customer loyalty.⁴ Akin states that the improvement of the relationship between customer and brand will lead to an increase in the rate of brand preference and that this preference will lead to customer dependency on the brand.¹ For this trend to continue, a customer has to give a personality to the brand, and thus the customer will try to define his/her personality based on the brand personality. This compatibility trend depends on the elements of brand personality structure. A distinctive brand personality has an important role and causes the customers to perceive the brand personality and build a long-term relationship with that brand.⁵ Each brand has its own special personality and is considered as a certain personality by the consumer.⁶

In Table 1, you can see a summary of researches that have been conducted on this subject.

Customer personality: 'Big Five Model'

Personality can be defined as 'the intrinsic organization of an individual's mental world that is stable over time and consistent over situations'.³ The psychological results show that different scholars have tried to create and develop a comprehensive and disciplinary frame for personality to explain the differences between people. These researches started in 1884 by Galton, and have continued with the Big Five Model by McCare in 1990.¹⁶ This model has turned to one of the primary models of behavioral sciences about personality.³ More interestingly, the frame of Aaker's personality model is compatible with the Big Five Model.¹⁷ A detailed description of the Big Five Model is shown in Table 2.

Table 1: Review of brand personality literature

<i>Authors (year)</i>	<i>Study description</i>	<i>Method</i>	<i>Findings</i>
Aaker (1997) ²	Aaker's theoretical framework for brand personality and a scale to measure the brand personality dimensions.	A non-student sample of 631 American consumers was used.	42 items comprise the five brand personality dimensions: sincerity; excitement; competence; sophistication and ruggedness.
Siguaw (1999) ⁷	This study measures the brand personalities of nine restaurant brands.	Using Aaker's ² scale, responses from 247 undergraduate students were included for data analysis.	Differences in brand personality dimensions among the nine brands were identified, although the differences were not particularly huge.
Kim <i>et al</i> (2001) ⁸	This study examines the effect of brand personality and brand identification on brand loyalty.	This study investigated the effect of brand personality on brand asset management by using the concept of consumers' identification with a brand.	The empirical results indicated that there are positive relationships between attractiveness, distinctiveness and self-expressive value of brand personality.
Aaker and Fourniet (2001) ⁹	This study examines how the brand personality dimensions are structured and differences across the three cultures: USA, Japan, and Spain.	Using Aaker's ² scale, four studies were conducted to identify Japanese and Spanish brand personality dimensions. The overlap between brand personality dimensions in the USA and Japan, as well as brand personality dimensions in the USA and Spain were also examined.	Both culturally common and culturally specific meaning may be represented in commercial brands.
Sung and Tinkham (2005) ¹⁰	This study examines the culture-common and culture-specific brand personality dimensions in the USA and Korea.	Using Aaker's ² scale, the sample consists of 367 American undergraduate students and 409 Korean undergraduate students.	Six culturally common dimensions of brand personality and two dimensions specific to each culture were identified.
Freling and Forbes (2005) ¹¹	This study empirically investigates the impact of brand personality on consumer outcomes.	Using Aaker's ² scale, a one-way MANOVA research design was used with a sample of 192 undergraduate students.	The results support that brand personalities have a positive influence on brand associations that are favorable, unique, congruent and strong.
Ramaseshan and Tsao (2007) ¹²	This study examines the moderating effects of the brand concept on the relationship between brand personality and perceived quality.	Using Aaker's ² scale, responses from 101 usable questionnaires collected in Singapore were used for data analysis.	Among the five brand personality dimensions studied, excitement and sophistication were the most strongly associated with perceived quality.
Swaminathan <i>et al</i> (2009) ¹³	This study examines whether interpersonal attachment styles will moderate the brand personality effects.	Three between-subjects designs were conducted to measure outcome variables: brand attachment, purchase likelihood and brand choice, with 200, 179 and 124 participants in each study. Brand personality was manipulated as sincere vs exciting.	A consumer's attachment style moderates the effect of brand personality on marketing outcomes (ie brand attachment, purchase likelihood and brand choice).
Grohmann (2009) ¹⁴	This study develops a two-dimensional scale to measure masculine and feminine brand personality. The development and extensive validation was described.	This article describes eight studies conducted to develop and validate a two-dimensional scale measuring masculine and feminine brand personality.	The results indicate that brand fit based on gender dimensions of brand personality and product gender perceptions of the extension category enhances extension evaluations and purchase intentions.

Table 1 *Continued*

<i>Authors (year)</i>	<i>Study description</i>	<i>Method</i>	<i>Findings</i>
Lee (2009) ¹⁵	This study examines relationships between consumer personality and brand personality as the self-concept of consumers and explores applications to branding strategies in consumer markets.	Examples of the Korean automobile brands, the data are analyzed using factor analysis, structural equation modeling method and ANOVA.	The findings support positive relationships between consumer personality and brand personality as the self-concept. These relationships had a statistically significant effect on consumers' identification with a brand.
Mulyanegara <i>et al</i> (2009) ³	This study explores the relationship between consumer personality and brand personality as measured by constructs reflecting the Big Five dimensions in the context of fashion products.	A regression analysis was conducted to test the relationships between consumer personality and brand personality.	The findings of the study show that some dimensions of The Big Five constructs are significantly related to preferences on particular dimensions of brand personality. Findings related to gender reveal that male and female consumers differ in how they express their personality when it comes to brand personality.

Table 2: Detailed description of Big Five Model

<i>Traits (low score)</i>	<i>Global domain scales</i>	<i>Traits (high score)</i>
Neuroticism (N) Calm, Relaxed, Unemotional, Hardy, Secure, Self-satisfied	Assesses adjustment vs emotional instability. Identifies individuals prone to psychological distress, unrealistic ideas, excessive cravings or urges and maladaptive coping responses.	Worrying, Nervous, Emotional, Insecure, Inadequate, Hypochondriacal
Extroversion (E) Reserved, Sober, Aloof, Task-oriented, Retiring, Quiet	Assesses quantity and intensity of interpersonal interaction, activity level, need for stimulation and capacity for joy.	Sociable, Active, Talkative, Person-oriented, Optimistic, Fun-loving, Affectionate
Openness (O) Conventional, Down to earth, Narrow interests, Unartistic, Unanalytical	Assesses proactive seeking and appreciation of experience for its own sake, toleration for and exploration of the unfamiliar.	Curious, Broad interests, Creative, Original, Imaginative, Untraditional
Agreeableness (A) Cynical, Rude, Suspicious, Uncooperative, Vengeful, Ruthless, Irritable, Manipulative	Assesses the quality of one's interpersonal orientation along a continuum from compassion to antagonism in thoughts, feelings and actions.	Soft-hearted, Good-natured, Trusting, Helpful, Forgiving, Gullible, Straightforward
Conscientiousness (C) Aimless, Unreliable, Lazy, Careless, Lax, Negligent, Weak-willed, Hedonistic	Assesses the individual's degree of organization, persistence and motivation in goal-directed behavior. Contrasts dependable, fastidious people with those who are lackadaisical and sloppy.	Organized, Reliable, Hard-working, Self-disciplined, Punctual, Scrupulous, Neat, Ambitious, Persevering

Source: Mulyanegara *et al.*³

Brand personality

Historically, personification has been defined as a figure of speech in which inanimate objects are characterized in terms of human attributes, thus representing the object as a living person.¹⁸ These human attributes can include any aspect or element of 'intelligent, animated beings, like

beliefs, desires, intentions, goals, plans, psychological states, powers, and will'.¹⁹

Brand personality is a set of human characteristics that is associated with a brand.² In essence, it is a set of features that describes a brand. Brand managers are eager to create a personality for their brands, which can attract the

attention of consumers and finally lead to brand preference.³ A brand personality that is well defined will lead to customer willingness and consumption, more emotional attachment, trust and loyalty.⁷ Better communications between a customer and product is one of the results of brand personality, which is more precise and effective than an ordinary suggestion.⁷

Brand personality as one of the most important promotion tools will attract the target audience's attention. The preference can be defined as a tendency to one thing against another thing.³ The organization does not have to only look for perspectives in term of their ages, if audiences of a brand are young. This brand can target all the people from 6 to 60 years who are full of energy. Similarly, if your brand image is kind and loving, it can follow all the customers who want to look the same.²⁰

Mobile phone market in Iran

Experts of Informa Telecoms &Media (www.informatandm.com) believe that the number of mobile users in the Middle East had reached 202 million by late September 2010, and by 2014 and late 2015 will reach about 300 and 327 million, respectively.

Iran, with 66 million users by late September, is the biggest market in the Middle East. This country had 2.12 million users from September 2009 to September 2010, and thus had the largest rate of user growth in the Middle East. Saudi Arabia, with 43 million users, is the second largest mobile market in the region; however, in terms of market value, Saudi Arabia is the most profitable market in the region, with a prediction of 11.2 billion dollars in 2010.²¹

Iran's telecommunications market presents some of the greatest potential among the Middle East and Africa. With a population of 74.2 million in 2009 (75 million in 2011), Iran has a domestic market similar in size to Egypt. Currently, there are three operators in Iran: the state-owned Iran Telecommunication Company (TCI), Irancell, which is 49 per cent owned by South Africa's MTN group, and state-owned Tamin Telecom. Euromonitor International believes that the current number of 68.9

per cent of Iranian mobile phone penetration is set to increase to 87.5 per cent of households by 2014.²²

The need for cell phones in Iran's markets is estimated to be about 13 million per year. On the basis of a survey of the site www.itanalyze.ir on 2500 people in the cell phone market, Nokia, with 39 per cent, is the most popular, followed by Sony Ericsson with 28.1 per cent and Samsung with 17.2 per cent.²³

HYPOTHESES

Customer personality and brand personality

Aaker believes that with rise of compatibility between human characteristics and brand characteristics, the brand preference increases.² Aaker and Fourniet explain that a brand can operate as a person, friend or human.⁹

With the aim of determining the relationship between customer and brand personality on loyalty, Lin⁶ conducted an empirical study on buyers of toys and video games and concluded that there is a positive relationship between customer personalities such as extroversion, agreeableness and conscientious and brand personalities such as excitement, competence and sincerity.

In addition, Mulyanegara *et al*³ concluded that the aspects of neuroticism and conscientious have positive relationships with brand personalities such as authenticity and reliability, and that personalities such as extroversion and openness have positive relationships with social brands. The people with extroversion personality tend to buy brands that are active. People with agreeableness personality are looking for brands that show aggressiveness, and conscientious people choose the brands that are responsible; therefore, the first hypothesis of this research is formulated as follows:

Hypothesis 1: There is a meaningful correlation between the customer's personality and brand personality.

Hypothesis 1.1: There is a meaningful correlation between extroversion

customer's personality and active brand personality.

Hypothesis 1.2: There is a meaningful correlation between agreeableness customer's personality and aggressive brand personality.

Hypothesis 1.3: There is a meaningful correlation between conscientious customer's personality and responsible brand personality.

Hypothesis 1.4: There is a meaningful correlation between neuroticism customer's personality and simple brand personality.

Hypothesis 1.5: There is a meaningful correlation between openness to experience customer's personality and emotional brand personality.

Differences between the two genders

Piacentini and Mailer concluded that there are obvious differences between the two genders in the use of brands. In selecting brands, men tend to stress on their own personalities, whereas women tend to make a relationship with others.²⁴ Different researches have also shown other differences between men and women. For example, women show more levels of agreeableness and neuroticism personalities in comparison with men. This issue is confirmed in different cultures. These differences do not mean that the personalities of women and men are essentially different.¹⁶ To find out these differences, our second hypothesis is formulated as follows:

Hypothesis 2: There is a meaningful correlation between male and female genders and brand personality.

Different incomes between customers

Owing to the fact that in different researches the income level is usually ignored and the samples have been usually chosen from groups

with equal income levels, a few articles such as the 'big five model and brand personality'³ have suggested others to consider this variable, and thus we decided to survey this variable as well:

Hypothesis 3: There is a meaningful correlation between customer income level and brand personality.

RESEARCH METHODOLOGY

Questionnaire

With regard to the purposes of the research, the questionnaire was created in three parts: customer personality characteristics, brand personality and respondents' demographic information.

The big five inventory (BFI) questionnaire was used for measuring personality characteristics. This questionnaire has been introduced by John, and is highly acceptable among researchers and scholars.²⁵ In addition, in order to assess brand personality, the scale of Geuens *et al*²⁶ was used; this method was introduced to resolve the objections against the scale of Aaker. Aaker, for assessing the brand personality, introduced a scale based on the Big Five Model in 1997,² but there were some problems in his scale: (1) Definition of personality was based on some characteristics such as age, gender and so on, other than personality; (2) It cannot be generalized to analyzing the associated level (for a specific brand or a category of specified products); and (3) The five different factors are not repeated in different cultures.

Owing to these difficulties, scholars have been looking for solutions to overcome the problems of Aaker's model.²⁶ The Jones scale, similar to the Aaker scale, is composed of five major dimensions: 'Responsibility', 'Activity', 'Emotionality', 'Aggressiveness' and 'Simplicity'.

Finally, in the third section, respondents were asked to fill out their demographic characteristics (gender, occupation, income and age).

Data analysis

All the data gathered in this research were analyzed using the SPSSv.18. software. For

analyzing the first hypothesis, the regression analysis and for analyzing differences between men and women, the independent two-sample *t* test was conducted. ANOVA was applied for analyzing the effect of income on perceived brand personality.

Sample

For data gathering, we distributed 360 questionnaires to the cell phone market customers, of which 251 questionnaires were answered, that is, about 70 per cent. All the questionnaires were distributed in two biggest shopping centers (Alaeddin and Iran) of Tehran (the capital of Iran), on November 2011. The sampling method used was convenience sampling. Of all respondents, 38.6 per cent were women and 61.4 per cent were men. Among them, 73.7 per cent were students and 16.3 were employees. About 62.9 per cent of the respondents were in the 20–25-year age group, and 18.7 per cent in the 25–30-year age group. In all, 57.8 per cent had a Bachelor's degree and 25.9 per cent had a Master's degree or higher. About 26.7 per cent had an income level lower than 500 000 toman, 30.7 per cent between 500 000 and 1 000 000 toman and 21.1 per cent between 1 000 000 and 1 500 000 toman. In Table 3, there is more information on this.

Reliability and validity analysis

For measuring the reliability of the questionnaires, the Cronbach alpha coefficient is commonly used. The reliability will be high if this ratio is higher than 0.7, the reliability is adequate if the ratio is between 0.35 and 0.7 and low if it is less than 0.35.⁶

The result of Cronbach's alpha reliability analysis of questionnaires is 0.675 for the personality characteristics and 0.756 for brand personality, and this is the reason for the high reliability of the questionnaire.

As the questionnaire used in this study uses scales that have been developed by other researchers and have been used in a variety of researches, for this research the content validity has been met. For assuring the structural validity,

Table 3: Descriptive information of respondents

<i>Sample characteristics</i>	<i>Number</i>	<i>Per cent</i>
<i>Gender</i>		
Male	153	61.2
Female	97	38.8
<i>Occupation</i>		
College student	185	73.7
Employee	41	16.3
Self-employed	23	9.2
Others	2	0.8
<i>Age</i>		
Lower than 20	19	7.6
20–25	158	62.9
25–30	47	18.7
30–35	16	6.4
More than 35	11	4.4
<i>Education</i>		
Diploma or lower	25	10
Associate degree	14	5.6
Bachelor	145	58.2
Master or higher	65	26.1
<i>Income</i>		
Less than 500 000 toman	67	27.3
500 000–1 000 000 toman	77	31.4
1 000 000–1 500 000 toman	53	21.6
More than 1 500 000 toman	48	19.6

if factor loading in measurement of dimensions is between 0.5 and 1, all relevant dimensions are more than 1, and if the cumulative explained variance is more than 50 per cent then we can conclude that the quality of overall assessment and questionnaire is appropriate, and that the structural validity of the questionnaire is also appropriate.⁶ The results obtained from factor analysis show that all factor loadings are more than 0.4, the value of all the relevant dimensions is more than 1 and the cumulative explained variance of aspects is more than 50 per cent.

As you can see in Table 4, all the observed variables explain more than 48 per cent of latent variable variance; their KMO coefficients are more than 0.50 and Bartlett's test is also significant for all of them.

Correlation analysis

The Pearson correlation coefficient was used for confirming two-dimensional correlation between variables and correlation coefficient of variables. The results are shown in Table 5.

Table 4: Validity and reliability test

	Explained variance	KMO	Bartlett's test		
			Chi square (degrees of freedom)	Significance	
Personality characteristics					
Extroversion	53.849	0.793	423.930 (28)	0.000	
Agreeableness	53.878	0.723	259.729 (36)	0.000	
Conscientious	49.281	0.808	483.899 (36)	0.000	
Neuroticism	48.278	0.819	309.743 (28)	0.000	
Openness to experience	54.074	0.757	399.574 (45)	0.000	
Brand personality					
Responsibility	62.783	0.673	132.693 (3)	0.000	
Activity	61.796	0.656	127.075 (3)	0.000	
Aggressiveness	83.938	0.500	153.446 (1)	0.000	
Simplicity	72.515	0.500	56.311 (1)	0.000	
Emotionality	69.495	0.500	50.976 (1)	0.000	

Table 5: Mean, standard deviation and Pearson analysis

Variables	Mean	Standard deviation	Extroversion	Agreeableness	Conscientious	Neuroticism	Openness to experience	Responsibility	Activity	Aggressiveness	Simplicity	Emotionality
Extroversion	3.2266	0.66831	1.000	—	—	—	—	—	—	—	—	—
Agreeableness	3.8955	0.47941	0.158*	1.000	—	—	—	—	—	—	—	—
Conscientiousness	3.6007	0.62161	0.250**	0.401**	1.000	—	—	—	—	—	—	—
Neuroticism	2.6125	0.70065	-0.190**	-0.447**	-0.360**	1.000	—	—	—	—	—	—
Openness to experience	3.5649	0.53002	0.300**	0.099	0.201**	-0.137*	1.000	—	—	—	—	—
Responsibility	3.3971	0.76676	0.148*	0.116	0.000	-0.154*	0.030	1.000	—	—	—	—
Activity	3.4024	0.82171	0.187**	0.100	0.224**	-0.148*	-0.015	0.494**	1.000	—	—	—
Aggressiveness	3.2570	0.97401	0.101	0.160*	0.005	-0.135*	0.449	0.000	0.406**	1.000	—	—
Simplicity	3.1932	0.82916	0.109	0.011	0.443	0.033	0.538	0.204**	0.000	0.131*	1.000	—
Emotionality	2.9940	0.61722	0.743	0.811	0.099	-0.010	0.704	0.317**	0.338**	0.037	0.013	1.000
			-0.081	-0.002	0.116	0.874	-0.137*	0.000	0.032	0.013	0.129*	0.041
			0.201	0.973	0.442	0.738	0.030	0.006	0.610	0.843	0.041	

**Correlation is significant at the 0.01 level (two-tailed). *Correlation is significant at the 0.05 level (two-tailed).

As you can see in Table 5, there are positive correlations between the extroversion personality and the brand personality active; conscientiousness personality and the brand personality responsible; and agreeableness personality and the brand personality adventurous.

HYPOTHESIS ANALYSIS

Hypothesis 1: There is a meaningful correlation between the customer personality and brand personality.

With regard to the results that are shown in Table 6, Hypotheses 1.1, 1.2 and 1.3 are confirmed and the remaining two hypotheses are rejected. The regression analysis was used for

testing this hypothesis and also to distinguish the effects of these five aspects; for each of these aspects, the test has been separately conducted.

Hypothesis 2: There is a meaningful correlation between male and female genders and perceived brand personality.

The independent two-sample *t* test was used for assessing this hypothesis, and the results are shown in Table 7. As you can see, there are no meaningful differences between male and female genders and perceived brand personality, and thus the second hypothesis is not confirmed.

Hypothesis 3: There is a meaningful correlation between customer's income level and perceived brand personality.

Table 6: Regression analysis, the relationships between customer personality (Extroversion, Agreeableness, Conscientiousness, Neuroticism, Openness to Experience) and brand personality (Responsibility, Activity, Aggressiveness, Simplicity, Emotionality)

Dependent variable	Independent variable	Standardized coefficients β	<i>t</i> -value	Significance
Responsibility				
Significance=0.002	Extroversion	0.117	1.764	0.079
R square=0.054	Agreeableness	-0.020	-0.272	0.786
F=3.845	Conscientiousness	0.192	2.720	0.007
	Neuroticism	-0.085	-1.198	0.232
	Openness to experience	-0.098	-1.507	0.133
Activity				
Significance=0.000	Extroversion	0.185	2.836	0.005
R square=0.098	Agreeableness	-0.175	-2.477	0.014
F=5.327	Conscientiousness	0.174	2.507	0.013
	Neuroticism	-0.148	-2.118	0.035
	Openness to experience	-0.142	-2.203	0.029
Emotionality				
Significance=0.202	Extroversion	-0.060	-0.886	0.376
R square=0.029	Agreeableness	-0.010	-0.136	0.892
F=1.465	Conscientiousness	0.104	1.439	0.151
	Neuroticism	0.024	0.333	0.740
	Openness to experience	-0.136	-2.032	0.043
Aggressiveness				
Significance=0.050	Extroversion	0.101	1.501	0.135
R square=0.044	Agreeableness	0.132	1.812	0.071
F=2.252	Conscientiousness	-0.043	-0.595	0.553
	Neuroticism	-0.084	-1.162	0.246
	Openness to experience	-0.085	-1.291	0.198
Simplicity				
Significance=0.666	Extroversion	0.012	0.172	0.864
R square=-0.007	Agreeableness	-0.022	-0.297	0.767
F=0.644	Conscientiousness	0.122	1.677	0.095
	Neuroticism	0.020	0.270	0.787
	Openness to experience	-0.047	-0.703	0.482

Table 7: The results of independent two-sample *t*-test analysis for analyzing the influence of gender on brand personality

	Average		<i>t</i> -value	Significance
	Male	Female		
Responsibility	3.4139	3.3780	−0.360	0.719
Activity	3.4619	3.3127	−1.399	0.163
Aggressiveness	3.2320	3.3041	0.569	0.570
Simplicity	3.2680	3.0670	−1.877	0.062
Emotionality	2.9542	3.0515	1.215	0.226

Table 8: The results of ANOVA test for analyzing the influence of different levels of income on brand personality

	Mean square		<i>F</i> -value	Significance
	Between groups	Inside groups		
Responsibility	1.203	0.579	2.079	0.104
Activity	0.786	0.681	1.154	0.328
Aggressiveness	0.545	0.950	0.574	0.633
Simplicity	1.009	0.673	1.498	0.216
Emotionality	0.602	0.387	1.558	0.200

For testing the third hypothesis, the one-way ANOVA was used. With respect to trivial differences between means in all aspects of personality and Sig numbers, we can conclude that there is no significant difference in customer perceptions in different income levels with regard to the five aspects of brand personality of cell phones. On the other hand, the income level has no impact on customer perception of cell phones (Table 8).

CONCLUSIONS AND DISCUSSION

Conclusions

The final results are as follows:

There is a positive correlation between the customer personality extroversion and the perceived brand personality active.
 There is a positive correlation between the customer personality agreeableness and the perceived brand personality adventurous.
 There is a positive correlation between the customer personality conscientiousness and the perceived brand personality responsible.
 There is no meaningful correlation between male and female genders and perceived brand personality.

There is no meaningful correlation between customers' income level and perceived brand personality.

Discussion

In the previous researches, scholars have stressed that the customer personality influences the perceived brand personality,^{15,6,3} but there was no significant research about this subject to assess different products in various markets in Iran. Many scholars believe that customers choose a brand or product to express their personality and more totally themselves, but there is just little scientific research on this topic. In this research, we tried to fill out this gap and prepare scientific reasons for this subject. Managers would be able to predict customer's behavior, with responding to this expression: Are there any relationships between customer's personality and the brand selection process? The results of this research showed that the personality characteristics have a positive correlation with customers' brand preference with regard to brand personality. These results are congruent with the results of other researches, namely,³ in the fashion industry, and⁶ the video game industry.

The results of this research show that the aspects of customer personality have relatively positive relationships with brand personality. As we assumed, the customers with extroversion personality prefer brands with active personality, and this result has been confirmed in earlier researches.^{6,3} In addition, the customers with conscientiousness personality tend to buy brands with responsible personality, and finally the customers with agreeableness personality prefer brands with aggressive personality. We can compare this result with Aaker's expression in 1997 – customers use the brands to express themselves. In fact, people with agreeable personality choose aggressive brands to express themselves.

Furthermore, in this article, the differences between men and women were analyzed. We could not find any meaningful difference between men and women and their perceived brand personality. We also examined the influence of customers' income level and brand personality, but we did not find any meaningful correlation between customer income and brand personality.

Managerial implications

In this article, we tried to find out the relationships between various personality characteristics and selection of brands in terms of brand personality. The findings of this research can open a new insight to managers, so that they can segment their market more carefully based on customer personality and supply their customers more clearly. They have to know their target market personality and then give the corresponding personality to their brands and products. The advertisements, promotions and other marketing activities can be produced according to the customer personalities; this will lead to more effective advertisements. Moreover, this result that there is no difference between men and women can lead to more purposeful advertising and also the possibility of targeting both groups at the same ads. We also found that different income levels have no effect on brand selection, and thus the managers can use this insight for shaping their brand personality.

Furthermore, emphasis on brand personality importance can convey the significant role of branding to managers. In today's competitive world where the products are so similar, it is the brand that can distinguish the products. The perceived brand personality that is defined on the basis of advertisements, promotions and people in and out of the organization who are communicating with brand stresses the remarkable role of all elements of marketing activities.

Constrictions and future research suggestions

We were faced with some limitations in this research. First, the sample was not homogeneous, and the dispersion of the sample was also another constriction. The second constriction was poor cooperation of customers, which caused many questionnaires being imperfect.

The subject of branding and brand personality is one of the newest marketing topics, which have so many unfamiliar and hidden aspects. Conducting similar research in different industries and products, with a variety of brands and more homogeneous societies, can lead to more documentary results.

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APPENDIX

The questionnaires

Brand personality: Please express your opinion about each of the following characteristics for brands of cell phones in the market, and determine how much each of these characteristics can introduce mentioned brand.

Demographic variables:

Gender: Female ☐ Male ☐ *Occupation:* Student ☐ Employee ☐
Self-employed ☐ Other ☐
Job title:

Age:

Lower than 20 ☐ 20 to 25 ☐ 25 to 30 ☐ 30 to 35 ☐
More than 35 ☐

Education:

Diploma or lower ☐ Associate degree ☐ Bachelor ☐
Master or upper ☐

Income level:

lower than 50 000 Toman ☐ 1 000 000 to 1 500 000 Toman ☐
50 000 to 1 000 000 Toman ☐ more than 1 500 000 Toman ☐

Table A1: Brand personality questionnaire

Personality characteristic	Brands																			
	Nokia					Sony Ericsson					Samsung					HTC				
	Strongly agree	Agree	Unde- cided	Disagree	Strongly disagree	Strongly agree	Agree	Unde- cided	Disagree	Strongly disagree	Strongly agree	Agree	Unde- cided	Disagree	Strongly disagree	Strongly agree	Agree	Unde- cided	Disagree	Strongly disagree
Realistic and pragmatic Committed Stable and consistent Active Innovator Active and willing to serve Romantic Emotional Fearless and courageous Adventurous Ordinary Simple	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

Customer personality: There are some characteristics that might be true about your personality. Please choose the answer that you think is more appropriate to your characteristics.

5	4	3	2	1
Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree

Table A2: Customer personality questionnaire

		<i>My characteristics ...</i>
1	—	A talkative person
2	—	A carping person
3	—	Does the tasks completely
4	—	Depressed, prone to depression
5	—	Innovative person
6	—	Introversion and taciturn
7	—	Polite and a person who helps others
8	—	Somewhat careless
9	—	Relaxed, handles stress and anxiety as well
10	—	Curious about different things
11	—	Full of energy
12	—	Bickers with others
13	—	Reliable employee
14	—	Nervous and excited
15	—	Intelligent and a deep thinker
16	—	Creates a lot of enthusiasm
17	—	With a generous nature
18	—	A disorder person
19	—	Very anxious
20	—	With an active imagination
21	—	Desires to silence
22	—	Generally is honest and reliable
23	—	A lazy person
24	—	Emotionally stable, not easily agitated and anxious
25	—	Inventor and innovator
26	—	Positive personality and dared
27	—	A secluded person
28	—	Encouraged to finish the task
29	—	Moody and impolite
30	—	Grateful to artistic and aesthetic
31	—	Sometimes shy, does not express his/her feelings
32	—	Almost careful and gentle to others
33	—	Performs tasks efficiently and adequately
34	—	Calm in difficult situations
35	—	Prefers routine tasks
36	—	Extroversion and social
37	—	Sometimes rude to others
38	—	Has plans and performs them
39	—	Easily disturbed
40	—	Likes to reflect his/her thoughts, play with ideas
41	—	Has little artistic interests
42	—	Likes to cooperate with others
43	—	Easily upsets
44	—	Qualified and skilled in art, music or literature