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The role of brand personality on consumer behavior and branding challenges in Asia

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ABSTRACT

The purpose of this paper reviews the role of brand personality on consumer behavior and branding challenges in Asia are listed. A utility customer in choosing a product brand is authentic. A brand value of "name, term, design, symbol or combination of these elements are Which determines the identity of a service organization and distinguishing it from other competitors are. And by reason, logic, senses and emotions are judged by customers. Brand is a mental and spiritual movement in the minds of consumers, customers, shareholders, employees and users are. Brands are social in nature and it is a successful brand Sense of belonging and ownership to the community that people have And they know it them selves. In many markets, a product creates a brand identity for the mandatory and They will link to a particular group of society, Update the information in today's world and with every move and decision the It is being evaluated by the organization.

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Introduction

Brand Personality nearest core and variable in consumer decision making Consider when choosing. (Nasiri Pour and others, 1389) in classical literature, economics, labor, capital and land, three main elements of production and wealth are the main sources. But this model is able to explain how a product performance, quality and beauty similar to three times the price of other goods are sold. New approaches to marketing the brand identity of this phenomenon is explain to the customer. A utility customer in choosing a product brand is authentic. In many markets, a product creates a brand identity for the mandatory and They will link to a particular group of society. In addition to the apparent use of such goods in terms of psychology, Individuated and raises customer confidence, Hence the customer is prepared to pay different prices. In addition, the premium brand for the customer to the concept of the unconscious is a better quality product. Customer purchasing a product that they believe the money received is a valuable thing. The reality is that brand name, such as capital or technology and materials in creating added value for an organization is involved. Benefits both the customer and the organization they benefit. When consumers use a brand is an experience, More comfortable with it, tend to use the product rises. Mhay non-commercial information on product quality, performance and other aspects of their products and cause customers to incur less risk. They give meaning to the brand owners and wealth they are also a component. the concept is attractive brand personality and charisma in the marketing world today. They can share through good management, customer relationship and honoring her and her needs, to successfully develop.

There is a positive relationship between company performance and reputation. This increases the credibility of the company to increase market share And increase market share will increase corporate value. The credibility of the company's

past performance in financial and social dimensions also arises. A name and the moral, credit companies will increase and strengthen the credibility of such a ring is the name and logo. (Same source, 16)

General research

Definition of brand value

A brand value of "name, term, design, symbol or combination of these elements is a determinant of identity and distinguishing it from other competitors is the service organization." And by reason, logic, senses and emotions are judged by customers. Create a sense of comfort as well as the role of a trade show is planned, because the brand personality, lifestyle, aspirations and behavior of the customer specifies. In determining the origin and the reference brand product manufacturer (product / service), allocation of responsibilities to the product manufacturer, saving the cost of search incriminated and is committed to product quality as well as exhibits. (And optional Jalalzadeh, 1388)

Name, term, sign, symbol, or a combination of initiatives that aim to identify the seller of goods and services Or group of sellers and to differentiate it from competitors used "Commitment is to provide stability and quality. Experience has shown that a strong brand, an important tool in the implementation of marketing goals for shoud brand loyalty, Excellent prices and profit margins are based on, The launch of new products to market Equity shareholders and increase profits, and the distinction clear, Valuable and sustainable and also simplify customer decisions, Risk customers and set expectations that this is considered (P. Raj Devasagayam and Cheryl L. Buff, 2010))

Identify the brand value

David acre in his book (the creation of strong brands) are focusing on how the process of identification (ID) are emphasized. In other words, he believes that brand recognition is

the foundation for creating a strong brand. Acre has stated that they identify a unique set of brand associations that the brand strategist desire to create, maintain and keep it there. . (Kazemi-Rad, 2010).

He has introduced four perspectives to identify brands that include:

1. Brand as a product: This is the view encompasses dimensions such as product features, quality and product scope and products related to a specific brand. Users with a brand that localization implies a certain type of users and their relationship with their country of origin, that cause will take credit for.

2. Brand as Organization: This organization focuses more on features and innovation and attention to customer organizations are included. Local strategy by establishing relationships with customers, Can better understand their needs Byanjamddr while a global strategy to ensure its future survival and sustainability are mentioned, and they are.

3. Brand as a person: This includes the brand's personality Brand personality as a set of human characteristics associated with being called. These features are said to be linked to human. These features can include gender, age, individual interest and ... Be.

4. Brand as symbol (symbol): Acres that could be a powerful symbol of recognition and brand identity is the foundation And increased brand recognition and recall among the customers. In his opinion, visual and objective manner as illustration showing a nificant benefit can be the most effective ways to create a symbol for the brand. (Ibid.,97-100).

Brand perception and public perception

Public perceptions of the brand to the general perception about the brand returns based on an overall view of the brand image has been created. This definition is based on two aspects of brand awareness and brand image, public perception of the brand to reflect. brand awareness video, they play an important role in consumer decisions are the formation and strong brand awareness on brand dealers in one area does Tasyr my. also increase brand awareness and brand image can increase the effectiveness of marketing communications to the general appropriate and desirable that the convention because the consumer is inclined to a brand and a favorable context than it is possible to positively respond to advertising and therefore less need for extensive advertising and there is clear direction to achieve goals.

Brand recognition and brand recall, brand awareness to be understood. Brand recognition is linked to the ability of consumers to suffer discrimination. the correct in remembering their brands to competitors and consumers the ability to recover or live birth Correctly refers to the notion of protecting her brand is a brand associated with prestige and reputation. high levels of brand awareness and lead to the perception that they are positive. Companies often use to introduce their new products are developed but it could be endangering their thought and work is very risky. (doai and Hassanzadeh, 2011).As research has also shown. they are thought to affect the development of Positivism are also being developed based on customer evaluations of the brand and therefore it affects development and the success of brand development is. (Positivism as a brand means that the search is to provide customer satisfaction and profit to be recognized). In addition, competitive market conditions and competitors' strategies on their own brands on their positivism and thus affect the success of brand development.

The study by Alavarrrt and colleagues (2009) regarding the use of new and non Mhay was derived from the name brand products were present. They concluded that the use of brand names derived from the current to be successful And customers have a good understanding. Faster and easier to be accepted by the customers and are more successful. the use of brand names derived from Instead of using a brand new product is now faced with the problem do serious damage to the original brand. (Ibid., 30).

Dimensions of brand equity in the acres

1. Brand loyalty

Mbrg Jvaljy and behavioral aspects, attitude and have a choice. This is based on the behavioral aspects. Purchase a specific brand and attitudinal perspective on consumer tastes and preferences about brands together makes it. Definitions associated with the selected point on the buying or selection factors that may affect the focus. Brand loyalty acre defined as a situation that illustrates what is likely to bring a customer to another brand, especially when that brand makes a change in price or other aspects of the product. Keller (2003: 37)the other promises; brand loyalty are examined under the so-called resonance .the nature and extent of customer-based relationships that customers feel they are mpatible and match, returns. the resonances are very loyal customers accurate, actively interact with the brand and their experiences are shared with others. the definitions of brand loyalty to a direct relationship between brand yalty and brand equity for the show kes. (Acres, 1991)

2. Perceived quality

Perception of quality as "customer perception of overall quality or superiority of a product / service with a goal that the product / service and compared to other products / services available in the market" is defined. this is a competitive requirement for many companies today have become a powerful strategic tool for customer-oriented quality. their satisfaction and customer value through sustained and profitable to meet the needs and preferences of customers are satisfied about the quality. cutler internal relationship between the quality of the product / service, customer satisfaction, and profitability is considered.

3. Brand Awareness

Brands have the power and value in the market, are different. on one side are the brands that are recognized by most consumers, on the other hand, there are brands that buyers are aware of their relatively high. acre awareness of the brand as "a otential buyer's ability to detect and remember that a brand is a member of a particular mmodity class" is defined. The customer-based brand equity occurs when the customer's brand awareness and familiarity to be a and some unique characters and associations, strong and favorable brand recalled

4. Associations are consistent

Brand associations are anything linked in memory. Associations are inconsistent and may be related to all forms and features of a product or aspects independent of the goods to be seen. Represent a basis for buying decisions for consistent and association brand loyalty, and also for company and customer value is created. Brand associations as key elements in establishing and managing the brand value of mandatory are discussed. Hence, the special value of this expression is a strong brand Consistent and positive relationship with a brand that customers feel great. (SM Jvady and Shams, 1386)

Relationship between consumer personality and brand personality

Consumers often granted aspects of human personality traits to brands they are attached, and marketers often create or reinforce these perceptions with the position they are seeking. brand personality traits provide symbolic meaning or emotional value Consumers have preferences that can help can be functional and sustainable features. For the character of a successful brand in a product category requires measurement models that a brand that consumers understand the dimensions of personality are typically, and it will generalize to the brands. Brand personality dimensions with the generalized dimensions of human personality is defined by Brands

Brand personality characteristics in

Features of human personality by multidimensional factors such as individual behavior, appearance, attitude and beliefs, demographic features could be identified. According to trait theory, can be seen that there are five stable personality dimensions, as well as the dimensions of human personality "Big Five" called. (Batra et al .1993) "Big Five" personality dimensions of extraversion / introspection, adaptation, aware, emotional stability (emotional stability), and culture. Based on these dimensions of human personality, the new dimensions are "big five" of the brand names identified. these sincerity, excitement, competence, sophistication (sophistication), and roughness (bulge) are. Sincerity, excitement Vshaystgy inherent part of human personality represent the complexity and unevenness are the dimensions of individual desires. Brands on consumer purchase decisions in each of the above methods, or through a combination of their influence.

Brand association - a person can also be more personal nature. Brands can people who are using or have used a specific brand associations that are For example, a close friend or family member. also, brands received as gifts can also be association with the person through whom he has received a gift. this personal association to revive a brand that has a yard (living) in the minds of consumers is used. gold products such as credit cards, watches or prestige items help people to express themselves to others by showing how different they are and what they have achieved. they act as an additional character, so it's really a "fantasy", and key management and brand development is a clear understanding of the benefits that the customer is looking for. Repeatedly, studies have shown that the real driving force behind market leadership is perceived value, not price or inherent product characteristics. As long as a brand offers customers a superior perceived value, Well-functioning market will follow, that stability (consistency) they are a very important feature. It is possible to promote consumer relationships with brands in the lifestyle, gender, age, educational background, social values and culture is involved, be expressed. Communication of brand personality on three major outcomes (trust, loyalty and commitment to the brand) how to increase customer loyalty? this question is now a major challenge for teachers and caused the subject to be unlimited. It also suggests the complexity of the concept of dual loyalty is to conceptualize and operate. there are various approaches including behavioral, attitudinal and mixed. behavioral approach to permit a valid distinction between loyalty to itself and does not duplicate other approaches. After this, companies try to maintain relationships with their customers over time will. Companies can do this by relying on its brand that comes to support in this regard. Brands, the main subject of research,

including concepts of brand identity, brand equity, brand image and brand personality are located in the end. Brand identity of the owner of all the elements of existence is suffering. The concept of brand identity through 6 levels of the pyramid - including physical, personality, culture, communication, reflection-oriented consumer and the consumer's mind - to allow companies to determine the meaning, and design projects gives Brndhayshan. In contrast, brand image, conceptual and perceptual is receivable. Consumers interpret the results of all the signals reflected by the brand (brand name, visual signals, communications, etc.) and / or external resources. As a result, brand identity, brand image has been before. The additional impact on consumer reaction to a brand that extends beyond the product and its attributes. Articles of agreement on this Brand equity is affected by the brand image is the set of meanings in the minds of consumers about the brand. These meanings can be both functional and abstract.

Abstract meanings that customer input character that the brand is one component of brand image. Brand personality traits and personality characteristics as all persons who have associations with the brand is defined, The concept of relationship marketing is

To help better understand the relationships between brands and customers to develop and maintain. Also explain how these relationships impact on consumer behavior is. Previous studies on brand personality can be divided into three separate areas of research:

Conceptualization and measurement of development and structure of the measure, Congruence and proportionality between the characters and their perceived impact on the customer's product selection, Brand personality effect on consumer behavior. The purpose of this study provide a model that includes direct and indirect effects of relational outcomes on the three main characters are received from this structure, reliability, loyalty and brand is to Thd. Therefore, this study clearly lies in parallel with the above three areas of research. In addition to the links between brand personality and confidence, loyalty and commitment, relational ties of interdependence between these outcomes will also be examined. Although previous research to examine specific links such as, for example, loyalty - brand personality, Sure - but the commitment has been the focus of this study to simultaneously examine all these links and hence, Integrated model of the consequences of brand personality relationship raises.(Didier Louis, Cindy Lombart, 2010)

Are challenges to manufacturing companies in Asia

1. Brand-building problem

Increase in productivity more than anything was that during the civilization it had been achieved. Version of industrialization across the country before arriving in Asia, Europe and North America, became obsolete. In just a few decades, Japan's industrialization was a feudal country into a modern industrial nation became the dominant feature in the war against Russia was the power of Europe .After this event, the pattern of strialization during the 80s and sometimes as "flying geese" are used extensively throughout Asia were winer. This process makes the transition economies camouflage in Hong Kong, Singapore, South Korea and Taiwan Patrol. Then in other Asian countries including China, India, Malaysia, Thailand and Vietnam will expand. The rules of the game changed dramatically during the last 25 years was found. In the post-

industrial, manufacturing, and other similar engines of the industrial age was created.

Now it anywhere where goods are produced with high quality, Production was transferred to the new market that was low cost work force. In effect these changes, production capacity, increased competition and lower margins of goods that became the distinguishing feature of it. those companies that had the highest value in this type of economy, Companies had the capabilities to design, marketing, distribution and services under their control. The actual production of goods was heavily outsourced manufacturing specialists. In this new world of outsourcing, companies no longer necessarily based on their ownership of productive assets, did not compete. here is the question Whether this phenomenon unique to companies that are currently undergoing the transition process Companies in the 20th century America, Europe, Japan and Korea had the flow? Although the terms of the challenges now facing these companies, there are clear similarities But our belief is that due to market factors and firm, the study of the current transfer process where

1.1 The challenges of market

Our argument is that there are three market factors Special challenges for the Asian manufacturing companies who currently have to turn into branding. First, companies in developing Asia, in a complex playing field to compete Face rivals for cades with the skills they possess a poor building. This causes the market, compared with that during the twentieth century, Their leaders were making, the more ardent. Due to this, brand new Asian investors should stay away from the lengthy trial and error. Second, the expectations of customers is now more Because we live in a global society Customers from a wide range of products from around the world have a choice; and domestic production of goods are no longer limited to choosing this means that entice customers to new products that are marketed, takes more time because there are often many alternatives. third, the customer experience is becoming a key component of how companies compete not only companies but goods are services. think how the customer experience for companies like Apple, BMW, IKEA, Louis Vuitton, Sony and Zara is critical.

1.2 The challenges of corporate level

Family firms is true. Business thinking focuses more on high profits and lower margins. Hence, by a strong belief in the benefits of the strategy "Push" means (sales and channels) leads to a strategy of Pull (ie, brand building and placing). More new branding in Asia without a focus on research and development or production innovation began to trade directly who were under the protection of exclusive rights, the adoption of long-term perspective on strategy, Push, pull strategy was based on. Facilitate up.

Second, the distance between the most power in Asian culture, a greater reliance on management controls are imperative in the region.

Maybe the distance is more power whereby owners and managers are more willing to challenge for manufacturing companies in Asia have.. (Andreas Birnik & others, 2010)

Brand of interest

Given this context, it is not surprising that many executives of Asian companies are concerned

Most Asian managers to branding as a panacea to trap the products look. Towards high value-chain, seems attractive because it makes the production-oriented companies, focused on

customer relations and create price requirements. More companies are the only manufacturer that can improve their low margins and gain greater share of the total value produced. It is possible that multinational corporations have played against each other knock multinationals are active in the area of manufacturing plants. It thus canceling out some of the export interests of Asian manufacturing companies and more pressure on margins to enter. Moreover, domestic manufacturing companies in new markets such as China and India, to seek to have this competition based on primary commodities,

Internal placement Brand

To ensure optimum customer experience, internal placement, they are essential. Changes are the dominant intellectual property requires extensive changes in lean production is organized. A domestic brand, along with current activities can be sent to market, placing it into the determinants of success is strong. It is our belief that foreign companies must also offers suggestions to develop their inner value. This message may be classified depending on audience needs. But from the perspective of a staff that answers the question "What this does for me?" We are. Changes are not easily changed and that there are few people enjoy. This is why brand building should be considered seriously. We developed and conducted workshops around the parts are treated with different levels of employees consider helpful. It makes the brand alive and rooted in the everyday activities of the organization's employees.

Internal studies in the review and they can be a useful support tool for evaluating changes over time. (Andreas Birnik & others, 2010)

Conclusion:

Update the information in today's world and with every move and decision making are organized by the organization will be evaluated and successes and failures of the organization brand ars, today the brand or the brand capital of many businesses is considered and brand value and reputation of a company's assets are worth several times its tangible and visible. The brand is a mental and spiritual movement in the minds of consumers, customers, shareholders, employees. brands are social in nature and it is a successful brand that people in the community sense of belonging and ownership have and they know it them selves and they all seem to strive for it, there is much that individuals become unconscious or for the attention of others brands are the free marketers without having to advertise and bring material benefits to one or several specific brands.

Resources

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