

The effect of consumer satisfaction and brand personality on brand loyalty within consumer personality traits framework (case study: home appliances products in Ghaemshahr city)

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Abstract: In this study 8 hypotheses has been developed which based on them the research questionnaire has been formulated. Using random sampling descriptive- surveying research plan the needed information from 160 persons has been collected using valid and durable questionnaires in Ghaemshahr city, and for testing the hypotheses with regard to the data which is normal, in order to determine the effect of variables on each other, the regression method has been employed and with the help of SPSS software it has been analyzed and the result of this research created this knowledge that there is a relationship in the context of consumer personality traits, brand personality, consumer satisfaction and loyalty to brand. Also, Freidman test has been used for ranking the importance and examination of questionnaire questions' effect. With regard to the average ranks maximum and minimum amount of questionnaire questions' importance will be attained. Considering the fact that brand subject and its related aspects has recently found its importance in our country and most organizations and companies have special attention to it, doing applied studies in this context can be practical. Furthermore, it was found that most of the respondents use a special brand.

Key words: Brand personality; Satisfaction; Brand loyalty

1. Introduction

In recent years, brand personality is introduced as an important strategy for businesses. So they have been paid attention by many researchers (Louis and Lombart, 2010).

In 1970, King writes people choose brands in the same way as they choose their friends (Kaperer and Azoulay, 2010).

Identifying brand values and consumer values has a positive effect on identifying consumers. Consumers who are known with a certain brand have a strong tendency toward that brand and brands are of important elements in consumers' shopping basket (Ching-Fu Chen and Sambath Phou, 2013).

Due to same reason all the marketing activities is that consumers believe and know their brand personality, and can strengthen the relationship between consumer and brand in order to develop loyalty and special value for the brand. During recent years brand identity have been widely analyzed and examined. These examination emphasized on some special products and brands including durable goods, consumer goods, luxury and entertainment goods and so on.

However, some brands related to home appliances as an objective of marketing research have been qualified for brand identity. Hence, trying

to fill this gap in literatures is the first motive of current study.

2. Personality

Some theorists have considered personality as all stable traits in a person, while others have used this term about visible traits which don't have obvious cognitive nature that is personality doesn't contain traits like intelligence and talent. Some researchers who are studying in this field define personality in terms of the person's experiences about the world in which is living, while in other theorists' texts, personal experiences have been less pointed to (or even haven't been pointed). In these works, personal behavior has been emphasized. With regard to the multiplicity of viewpoints, it can be concluded that personality doesn't have a simple and accurate definition, and everyone selects its definition based on what is important in his/her view and with respect to the application which has in mind concerning the personality. Thus, if you are inclined to Freud's approach, you may include unconscious role importance in your definition on personality. But a behaviorism definition will be based on learned and visible behaviors (Shakleton and Fletcher, 2003).

2.1. Theory of personality five factors

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Theories of Katel and Ayzeng have become the subject of many studies and some theorists believe that Katel has focused on many traits and Ayzeng on a few. Hence, a new theory of personality traits has been developed namely five factors theory. This model of personality five-factor represents five main traits which form human personality in cooperation with each other. These five traits have been called as five main traits. These traits include extroversion, compatibility, conscientiousness, emotional stability, openness and welcoming to experience.

Extraversion- introversion: this refers to the person's comfort in relationships. Extroverts are sociable, companionable and determined, but introverts are impassive, fearsome, laconic, withdrawn and cautious.

Compatibility: this aspect indicates respect to others. Compatible persons have cooperation soul, intimate and reliable. Incompatible persons are cool, competitive and combative.

Conscientiousness: this aspect indicates the reliability of the person. Those who get low scores in this aspect are unstructured, unreliable and agitated.

Neuroticism- Emotional stability: this aspect refers to the person's ability in tolerating stress stimulus and tense factors. People with safe emotional stability have self-confidence and are strong and still. In opposite side of emotional stability spectrum, there is nervousness and neuroticism and people in this spectrum are angry, unreliable, unsafe, depressed and anxious.

Openness and welcoming to experience: this aspect indicates the person's interest and captivation to new phenomena and experiences. Such people are creative, curious and sensitive. People who are in other side of this spectrum follow tradition and feel comfortable in familiar conditions (Yi Lin, 2010).

3. Brand

In the opinion of Aker, brand personality is a set of human traits related to a brand. This definition for the first time clarified the concept of brand, but because was so ambiguous and comprehensive has been highly criticized. Apart from formulating a certain definition, it seems that its clear definition is necessary for answering to validity of brand personality concept (Rita Valette, 2013).

3.1. Brand identity

Brand identity is the external expression of a brand including name and any manifestations and pictorial traits. In fact, the brand identity is in the key element and major source by which brand introduces itself to its clients and differentiates itself from its competitors. (Magda, 2013)

Brand personality scale is a significant prediction of people's behavioral intentions in a country towards other countries. (Mendez and Murphy, 2013)

3.2. Personality traits in brand

Five big factors of human personality dimensions are extroversion / introversion, compatibility, awareness (consciousness), emotional stability (firmness and emotion) and culture. Based on these dimensions of the human personality, Aker identified new dimensions of Five Big related to brand that include honesty, excitement, competence, complexity (attractiveness) and unevenness (ups and downs). This pattern suggests that these brand personality dimensions may be in various ways and different reasons to act upon or influence consumer preference. Honesty, excitement and competence show inherent part of human personality, while complexity and unevenness are dimensions of individual desires.

Brands can be associated with people who are using or have used a particular brand, for example, a close friend or one of family members. Brands received as gifts also may have meaning association with the person through whom the gift he has received. This personal meaning association is applied to enliven the brand as an existence with life (organism) in the minds of consumers. As long as a brand offers a superior perceived value to customer, it leads to good performance of market which will cause stability (compatibility), an extremely important trait of brand. Thus, it is possible to express consumer's relationships promotion with brands which are involved in their lifestyle, gender, age, and educational background, social and cultural values. (Ganjinia and Foumani, 2011)

4. Loyalty to brand

Brand loyalty is a concept that has been discussed in recent decades and many companies are looking to build loyalty in their consumers and creating commitment and willingness to buy the brand again.

Retaining customers in many markets where demand has overtaken or is overtaking supply, is of great importance. Studies have shown that retaining existing customers is far less expensive than attracting new customers, so the profitability of old customers is far more than new customers. (Heidarzadeh, 2010)

5. Consumer satisfaction

Customer satisfaction is at the head of the marketing concept, which holds great importance among marketers and researchers in the field consumers. The main task of the all organizations is to create and maintain competitive advantage in today's competitive world. Primarily in the area of services, customer satisfaction is used as an evaluation of overall performance of the various sectors that provide the services. Organizations tend to know how their customers are satisfied to base their own marketing strategy and organizational development upon it (Vese and Zabkar, 2009).

6. Research hypotheses

6.1. Main hypotheses

- 1- There is a positive and significant relationship between personality traits and brand identity.
- 2- There is a positive and significant relationship between personality traits and brand loyalty.
- 3- There is a positive and significant relationship between consumer satisfaction and brand loyalty.
- 4- Brand identity has a positive and significant effect on brand loyalty.
- 5- Consumer personality has an effect on brand loyalty through brand personality.

6.2. Minor hypotheses

- 1- There is a positive and significant relationship between consumer personality traits (extroversion, compatibility, conscientiousness, etc.) and brand personality (excitement, competence, intimacy, etc.).
- 2- There is a positive and significant relationship between consumer personality traits (extroversion, compatibility, conscientiousness, etc.) and brand loyalty.
- 3- There is a positive and significant relationship between brand personality traits (excitement, competence, intimacy, etc.) and brand loyalty.

According to the research hypothesis, conceptual model of research is shown as follows. In conceptual structure of this research, a study is used which has been conducted in 2010.

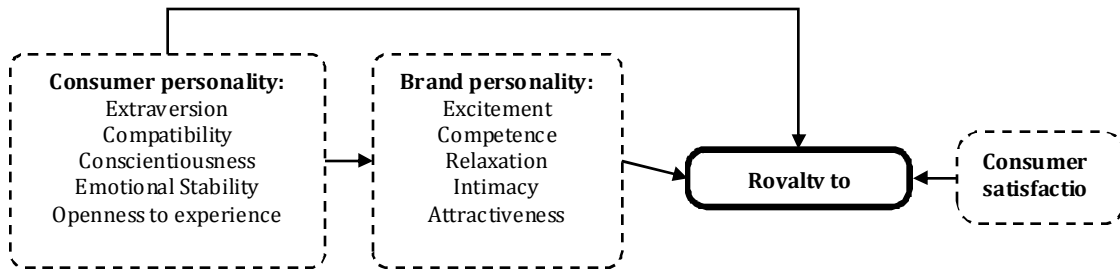


Fig. 1: Conceptual model

7. Questionnaire description

In this study, a questionnaire method which is one of common method in the collection of field data was used. The provided questionnaire consists of 4 sections. First section is related to consumer personality traits which is adopted from Neo's summarized questionnaires and consists of 10 two-side questions.

Second section is related to Aker's brand personality which includes 10 questions determining respondents' opinion in each case on the five-part Likert-type scale from "strongly agree" to "strongly disagree" to measure five dimensions of brand personality.

Section three consists of 7 questions concerning brand loyalty based on the Likert scale and includes 2 dimensions of loyalty.

Section four measures consumer satisfaction and consists of 5 questions based on Likert scale.

8. Research methodology

This research is applicable in terms of purpose and in terms of data collection it is descriptive and surveying. Statistical society of this research is buyers of home appliances in the city of Ghaemshahr. Statistical sample in this survey is a random level, in a way that from people referring to

home appliances shopping center some were randomly chosen. In this research in order to collect secondary data, library studies method has been used including review of foreign journals on management, scientific and management websites, national and foreign related dissertation, and databases like Science Direct and Emerald Insight.

Since based on preliminary (pre-test) sample variance was estimated to be 25%, the sample size was calculated as follows:

$$n = \frac{Nz^2s^2}{e^2(N-1) + z^2s^2}$$

In this formula, N is the number of Statistical society members, Z variable normal value of corresponding confidence level unit, which in this research confidence level have been selected as 95%, parameter S, the standard deviation of society and e, the error level which have been selected as 5%, and the number of achieved samples is 150.

160 questionnaires were distributed among home appliances users, of which 150 completed questionnaires were collected and used. Sampling method also is quota classification randomly sampling method.

Table 1: Variables and related questions

Row	Name of variable	Related questions	Source
1	Consumer personality	Imaginary-realistic safe-unsafe laconic-kind Shy-comfortable carelessness-consciousness cool-worried withdrawn-friendly old-creative aimless-ambitious withdrawn from society- sociable	Neo questionnaire - CostaandMcCrae 1992
2	Brand personality	-Genuine -Sure -Attractive -Firm -Updated -Peerless -Successful -Eye-catching -Mild -Alive	Aker 1996
3	Consumer satisfaction	1-This brand's products are of good quality compared to other brands. 2-This brand's products have good and proper packaging. 3- This brand understands well the consumers' need.	Harris, 2004
		4-This brand's products are modern and have graphical design. 5-In my opinion this brand's products have considerable differences compared to other brands.	Kaffash and Akbari, 2011
4	Brand loyalty	1. I will buy this brand in the coming years for sure. 2. If household products with this brand aren't available, I will delay my purchase in order to obtain them. 3. I'm so pleased with this brand that there is no need to search for an alternative brand. 4. I am very loyal to this brand. 5. I try not to use any other brands. 6. If this brand withdraws from the market, I feel that I have lost an important element in my life. 7. I enjoy describing this brand for others.	Li Yin, 2013

In the present study, to calculate stability of questions Cronbach's Alpha method has been used for 32 sample questionnaires as a pretest. Overall stability of the questionnaire using Cronbach's alpha

method was obtained 0.786 for variables in this study. Therefore this research has appropriate stability and reliability.

Table 2: Cronbach's alpha coefficient results of research variables

Dimensions	Cronbach's alpha coefficient
Consumer personality traits	0.676
Brand personality	0.810
Loyalty to brand	0.794
Consumer satisfaction	0.875
Total	0.784

9. Hypotheses testing

9.1. First hypothesis testing

Consumer personality trait has a positive impact on brand loyalty.

For testing, because the questions were of five-choice answers, if the average answers are greater than 3, indicates that the variables under examination provides brand loyalty.

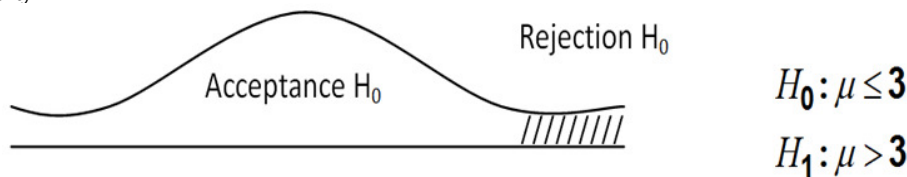


Fig. 2: First hypothesis testing

The test statistic: If the calculated F is greater than F of table, the null hypothesis is rejected, Or in

other words, if the calculated P_v is less than 0.05, H₀ is rejected, otherwise H₁ is accepted.

Consumer personality trait doesn't have a positive impact on brand loyalty H0.

Consumer personality trait has a positive impact on brand loyalty H1.

Table 3: First hypothesis testing

First hypothesis	Sum of squares	Degree of freedom	Mean Square	F	Sig
Among groups	5.646	15	0.376	1.152	0.317
Within groups	42.789	131	0.327		
Total	48.436	146	-		

According to calculated P_v which is more than 0.05, we can conclude that the first hypothesis is not accepted, that is "Consumer personality trait doesn't have a positive impact on brand loyalty".

9.2. Second hypothesis testing

Brand personality trait has positive impact on brand loyalty trait.

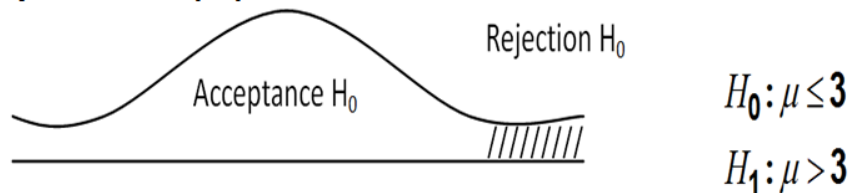


Fig. 3: Second hypothesis testing the test statistic:

Brand personality trait doesn't have positive impact on brand loyalty trait H0

Brand personality trait has positive impact on brand loyalty trait H1.

Table 4: Second hypothesis testing

Second hypothesis	Sum of squares	Degree of freedom	Mean Square	F	Sig
Among groups	35.394	19	1.863	3.419	0.000
Within groups	69.733	128	0.545		
Total	105.127	147	-		

According to the calculated P_v which is less than 0.05, we can conclude that the second hypothesis is accepted as right, i.e., "brand personality trait has positive impact on brand loyalty trait".

9.3. Third hypothesis testing

Consumer satisfaction has positive impact on brand loyalty trait.

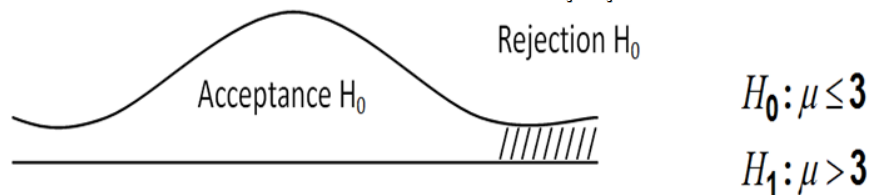


Fig. 4: Third hypothesis testing

The test statistic: Consumer satisfaction doesn't have positive impact on brand loyalty trait H0

Consumer satisfaction has positive impact on brand loyalty trait H1.

Table 3: Third hypothesis testing'

Second hypothesis	Sum of squares	Degree of freedom	Mean Square	F	Sig
Among groups	7.412	19	0.390	2.307	0.03
Within groups	21.816	129	0.169		
Total	29.228	148	-		

According to the calculated P_v which is less than 0.05, we can conclude that the third hypothesis is accepted as right, i.e., "consumer satisfaction has positive impact on brand loyalty trait".

The test statistic: If the calculated F is greater than F of table, the null hypothesis is rejected, or in other words, if the calculated P_v is less than 0.05, H0 is rejected, otherwise H1 is accepted.

9.4. Fourth hypothesis testing

Consumer personality trait has positive impact on brand personality trait

Consumer personality trait doesn't have positive impact on brand personality trait H0

Consumer personality trait has positive impact on brand personality trait H1.

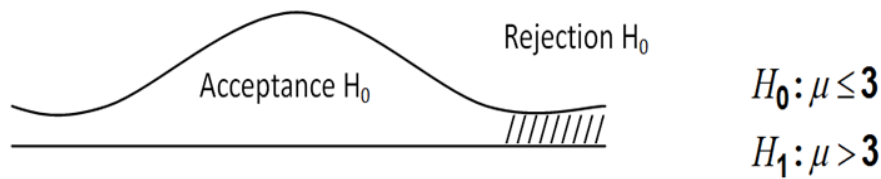


Fig. 5: fourth hypothesis testing

Table 4: Fourth hypothesis testing

Second hypothesis	Sum of squares	Degree of freedom	Mean Square	F	Sig
Among groups	10.196	18	0.566	1.903	0.021
Within groups	38.403	129	0.298		
Total	48.599	147	-		

According to the calculated P_v which is less than 0.05, we can conclude that the fourth hypothesis is accepted as right, i.e., "consumer personality trait has positive impact on brand personality trait".

9.5. Fifth hypothesis testing

Regression table to assess the impact of consumer personality through brand personality on brand loyalty suggests that according to obtained Sig. consumer personality cannot directly have significant impact on brand loyalty, however, by interfering brand personality variable between the two variables as a mediating variable, the results will change in this section and lead to a significant relationship.

Therefore, we conclude that the consumer personality can have a significant effect on brand loyalty through brand personality.

9.6. Examination of minor hypotheses

1- Consumer personality traits (withdrawn, shy, and traditional) have a positive impact on brand personality.

According to the obtained results, two dimensions of consumer personality i.e. being withdrawn and traditional affect brand personality trait

Brand personality traits have positive and significant impact on brand loyalty.

Table 5: Fifth hypothesis testing

Fifth hypothesis	Degree of freedom	R square	Adjusted R square	Std. Error of the Estimate
1	0.039 ^a	0.002	-0.005	0.63728
2	0.443 ^b	0.197	0.185	0.57412

^a Predictors: (constant), consumer personality trait

^b Predictors: (constant), consumer personality trait, brand personality trait

^c Dependent variable: brand loyalty trait.

Table 6: ANOVA

Fifth hypothesis		Sum of squares	Degree of freedom	Mean of squares	F	Sig.
1	Regression	0.090	1	0.090	0.220	0.640 ^a
	Residual	59.395	146	0.407		
	Total	59.484	147			
2	Regression	11.690	2	5.845	17.732	0.000 ^b
	Residual	47.795	145	0.330		
	Total	59.484	147			

^a Predictors: (constant), consumer personality trait,

^b Predictors: (constant), consumer personality trait, brand personality trait

^c Dependent variable: brand loyalty trait.

Table 7: Coefficients^a

Model		Non-standard coefficients		standard Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.661	0.343		10.678	0.000
	consumer personality trait	0.043	0.091	0.039	0.469	0.640
2	(Constant)	1.308	0.502		2.603	0.010
	consumer personality trait	-0.061	0.084	-0.055	-0.726	0.469
	brand personality trait	0.645	0.109	0.452	5.932	0.000

^a Dependent variable: brand loyalty trait.

Table 8: Excluded variables^b

Model	Beta In	t	Sig.	Partial correlation	Direct statistic	
					Tolerance	
1	brand personality trait	0.452 ^a	5.932	0.000	0.442	0.957

a. Predictors in the model: (constant), consumer personality trait

b. Dependent variable: brand loyalty trait.

Table 9: Model summary

Model	R	Coefficient of determination	Adjusted Coefficient of determination	Std. Error of the Estimate
1	0.432 (a)	0.187	0.120	0.42367

a. Predictors: (constant), withdrawn from society, determined, imaginary, worried, traditional, self-contained, unsafe, shy, carefulness, withdrawn.

Table 10: ANOVA

Model	Sum of squares	Degree of freedom	Mean of squares	F	Sig.	
1	Regression	5.062	10	0.506	2.820	0.003(a)
	Residual	22.079	123	0.180		
	Total	27.141	133			

a. Predictors: (constant), withdrawn from society, will, imaginary, worried, traditional, self-contained, unsafe, shy, carefulness, withdrawn.

b. Dependent variable: brand personality trait.

Table 11: Coefficients (a)

Model		Non-standardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.513	0.288		12.206	0.000
	Imaginary	0.000	0.035	0.000	-0.004	0.997
	Unsafe	0.057	0.043	0.124	1.332	0.185
	Self-contained	-0.049	0.038	-0.118	-1.294	0.198
	Shy	-0.045	0.041	-0.115	1.116	0.226
	carefulness	0.023	0.048	0.049	0.491	0.624
	Worried	0.002	0.031	0.006	0.068	0.946
	Withdrawn	0.132	0.051	0.302	2.583	0.011
	Traditional	0.089	0.041	0.198	2.192	0.30
	Will	-0.032	0.045	-0.061	-0.713	0.477
	Withdrawn from society	0.004	0.54	0.008	0.070	0.945

a. Dependent variable: brand personality trait.

Table 12: Model summary

Model	R	R square	Adjusted R square	Std. Error of the estimate
1	0.613 (a)	0.376	0.329	0.69468

a. Predictors: (constant), firm, eye-catching, alive, updated, successful, peerless, sure, genuine, mild, attractive.

Table 13: ANOVA (b)

Model	Sum of squares	Degree of freedom	Mean of squares	F	Sig.	
1	Regression	38.622	10	3.862	8.003	0.000(a)
	Residual	64.184	133	0.483		
	Total	102.806	143			

a. Predictors: (constant), firm, eye-catching, alive, updated, successful, peerless, sure, genuine, mild, attractive.

b. Dependent variable: brand personality trait.

Table 14: Coefficients (a)

Model		Non-standardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	1.592	.663		2.400	.018
	Genuine	.385	.129	.257	2.979	.003
	Updated	.086	.085	.087	1.020	.310
	Alive	.023	.099	.018	.234	.816
	Peerless	.201	.089	.198	2.261	.025
	Successful	-.263	.140	-.167	-1.877	.063
	Sure	.091	.119	.068	.766	.445
	Attractive	.068	.106	.059	.639	.524
	Eye-catching	-.004	.105	-.004	-.038	.970
	Mild	.225	.097	.211	2.332	.021
	Firm	.180	.104	.143	1.732	.086

a. Dependent variable: brand personality trait.

According to obtained data, genuineness and mildness dimensions of brand personality trait affect brand loyalty.

3. Consumer personality traits have positive and significant impact on brand loyalty.

Table 15: Model summary

Model	R	R square	Adjusted R square	Std. Error of the estimate
1	0.359 (a)	0.129	0.057	0.81335

a. Predictors: (constant), withdrawn from society, will, imaginary, worried, traditional, self-contained, unsafe, shy, carefulness, withdrawn.

Table 16: ANOVA (b)

Model	Sum of squares	Degree of freedom	Mean of squares	F	Sig.	
1	Regression	11.903	10	1.190	1.799	.068(a)
	Residual	80.707	122	.662		
	Total	92.610	132			

a. Predictors: (constant), withdrawn from society, will, imaginary, worried, traditional, self-contained, unsafe, shy, carefulness, withdrawn.

b. Dependent variable: brand loyalty trait.

Table 17: Coefficients (a)

Model	Non-standardized coefficients		Standardized coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.010	.555		9.031	.000
	Imaginary	.131	.067	.175	1.949	.054
	Unsafe	.114	.083	.133	1.375	.172
	Self-contained	-.031	.073	-.040	-.419	.676
	Shy	.011	.078	.015	.138	.890
	carefulness	-.183	.092	-.207	-1.995	.048
	Worried	-.002	.060	-.003	-.032	.975
	Withdrawn	-.093	.098	-.115	-.950	.344
	Traditional	.207	.078	.250	2.651	.009
	Will	-.086	.087	-.088	-.989	.325
Withdrawn from society	.154	.105	.182	1.476	.143	

a. Dependent variable: brand loyalty trait

According to obtained results, traditionalism and carefulness dimensions of consumer personality trait affect brand loyalty.

10. Research results

Following table shows direct and indirect effects of 3 variables including consumer personality, brand personality and consumer satisfaction on brand loyalty:

10.1. Results of main hypotheses

Table 18: Direct effects of research variables on each other

Relationship	Kind of effect	Direction
	Direct	Consumer personality on brand personality
Consumer personality	Direct	Consumer personality on loyalty
	Indirect	Consumer personality on loyalty through brand personality
Brand personality	Direct	Brand loyalty
Consumer satisfaction	Direct	Brand loyalty

10.2. Results of minor hypotheses

1- Two dimensions of consumer personality i.e. being withdrawn and traditional, affect brand personality trait.

As it has been proven in the main hypothesis, there is a positive relationship between consumer personality and brand personality and in the first minor hypothesis we have been looking for their slight impact on each other and it has been found that those consumers who are withdrawn and traditional affect brand personality, and marketers in interested community should pay special attention to these two aspects of their consumer personality. These personality traits relate to being extravert and withdrawn.

2- Genuineness and mildness factors of brand personality trait affect brand loyalty. As it has been

proven in the main hypothesis, brand personality affects brand loyalty and two traits genuineness and mildness which are related to brand's attractiveness and competence traits, affect establishing consumer loyalty to brand. As a result, manufacturers of home appliances should establish brand personality in their products according to their interested statistical universe.

3- Traditionalism and carefulness factors of consumer personality trait affect brand loyalty.

In the second and fifth main hypotheses we have achieved this result that in our interested statistical universe, consumer personality has indirect impact on brand loyalty through brand personality, and in this minor hypothesis we examined its slight affect and found that two factors of traditionalism and carefulness of consumer personality, which are related to two dimensions welcoming experience

and conscientiousness of consumer personality traits, affect brand loyalty. As a result, marketers and manufacturers of home appliances products should be looking for discovering consumer personality traits in their manufacturing community, which affects their products' brand loyalty.

Friedman's test results for importance level of questions to assess brand loyalty:

According to average ranks, the highest level of importance in questions related to consumer personality trait is assigned to the fifth question (conscientiousness) and the lowest level to the sixth question (being cool). We conclude that most of the respondents and consumers have the same conscientiousness personality, and as it has been proven in the third minor hypothesis, conscientiousness personality trait has been found as one of the effective traits on brand loyalty.

In questions concerning brand loyalty, with regard to average ranks, the highest level of importance is assigned to sixth question (sure) and the lowest to the fourth question (peerless).

The highest importance in questions concerning consumer satisfaction is assigned to the first question (Products of this brand have good quality compared to other brands) and the lowest to the third question (Products of this brand are in beautiful and suitable package).

Suggestion for future research

Consistent with the first hypothesis of this study, relationship between personality traits and brand personality reveals that the manufacturer of home appliances should in first phase have special attention to the subject of branding in consumers' minds and then go to the characterization of their manufacturing brands. In the first minor hypothesis the results showed that the personality traits of being withdrawn and traditional of consumer personality trait can affect brand personality trait. Therefore, paying attention to these two parameters is very important.

Since two traits of genuineness and mildness of brand personality trait can affect brand loyalty, it is suggested establishing brand personality, especially with regard to these two aspects, be paid more attention by brands which are willing to attend in home appliances market.

Regarding the fact that in this study relationships of variables have been just applied on home appliances brands, it is suggested that these relationships be examined with other brands in different industries.

In this study, relationship between consumer personality trait and brand personality and loyalty has been used, so it is also suggested that relationship of brand personality trait and other aspects of brand be examined and analyzed.

According to the fact that in this model the relationship of consumer satisfaction and brand loyalty has been investigated, it is suggested that the relationship of consumer satisfaction and other aspects of brand be examined.

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