The role of brand love, brand Excitement personality and brand image on word of mouth: in Ecco-store branches of Tehran consumers

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ABSTRACT

Purpose: Word of mouth (WOM) is regarded as without expenditure method for marketers and also managers in advertisement field, since managers in competitive market field try to get best advertisement without extra expenditure. Researcher argued that WOM is also stronger than any other kind of Advertising. The satisfactions of consumers from utilize of special brand creates a good mentality of this brand which could be transmit from consumer to other people. In this situation seems brand love, brand Excitement personality, brand image could be affect in consumer decision. An aim of this study is seek on relationship between brand love, brand personality, brand image and WOM advertisement to in Ecco-store branches. Methods: in functional study 384 cases of ecco-store branches of Tehran consumers involved in the period from the first June to the end of the June 2014. data collection were used by survey method and a standard Questionnaire of Ahmed Rageh Ismail,2012 used to assess the dimensions of brand love, brand personality, brand image. Statistical analysis according to hypothesis used by AMOS Software. Results: The results showed that all of hypotheses of this research including the effect of brand love, brand image and excitement aspect of personality brand on word of mouth were confirmed. Conclusion: improvement of brand love of people affects to brand image. Thus, it's needed to applying methods for Improved attitudes toward a brand such as Differentiation, quality, after sale services, good relationship Sellers.

INTRODUCTION

In the present world the consumers encounter with multiple and attractive advertisement of different brands which presents same products. On the one side this case resulted in confusion of consumers and on the other hand resulted in waste of high expenditures of organization advertisement. In such a situation the consumers consider to consult with friends and others for free away confusion and use of their propositions. The word of mouth performs as branch bomb so that in a short time selling of company considerably increases [7].

According to the importance of the word of mouth in the market of companies, there is more consideration of companies specially brands to this aspect of advertisements. Since consumers like their brands because they know that brand which is suitable for them and it causes good feeling and also they seem well, at last there is a feeling relationship between consumers and their favorite brands so that they know them as part of their feeling. Brand- consumer relationship in the recent decade is considered meaningful attention among activists of this field and the university instructors. There is comprehensive relationship between consumers and brands based on considerable effect on making benefit which has logical relationship with marketing. Hence this case has considerable importance that present relationships between consumers and brands will be understood and also we should consider making factors of these relationships. The goal of the present research is to examine the excitement of brand personality and love to them causing consumers will be interested in brands. According to Lindgreen the expenditure for attracting new clients is 16 times more than keeping the present clients [2] the information could be a powerful structure in decision making. Since consumers encounter with multiple messages by marketer which designed for making attraction and changing the behavior, the word of mouth is
considered as an important intelligent reference. The word of mouth helps to the attraction of clients and it is important for long economic success of the company.

2. Theoretical Background:

2.1 Brand Love:

Fournier [3] considers love as one of the central and main parts for the relationship of consumers and brands and brand love clearly examined by Carroll and Ahuvia [4], Ahuvia, Batra, Bagozzi [5]. The same performed researches in this case are included 306 in the following items, the relationship with brand, attachment of consumers to brands [9], interpretation of their personality [10], guarantee of consumer goods [11] and association and groups of brand references. Although this interest showed that brand loves an important topic in marketing but there is little consensus about the nature of brand love different definitions of the brand love noted from one to ten dimension that by performed researches, we can learn multiple concepts. This disagreement is so much because as earlier we discussed the most researches of marketing deleted necessary searching actions in the primary steps of research for making boundary and concept. Since these actions are as representative for endless literature of interpersonal love, in psychological literature, there are multiple definitions of the types of interpersonal love (for example romantic, kindly and friendly) the most number of this noted feelings and emotions such as attachment, kindness, pay attention and give importance and abundant interest such as emotion depends on love. Although there are reasons for images of interpersonal love but it shouldn’t directly note love to brand. Hence the recent researches begin by two quantitative researches that make understandable attitude in researches about brand love which is based on the researches about interpersonal love. We found that brand love as consumers experience it as a structure involving abundant recognition, feelings and behaviors that consumers organize by experimental samples in their mind. Brand love involving dependence to it but it may be more.

2.2 Brand Image:

Brand image has been recognized as an important concept in marketing and consumer behavior research. The customer deals every day with different types of products and services, so, brand image that is primarily responsible for brand differentiation. The companies compete to give good idea about their products and services to build a positive image about their brand in costumer’s mind. So, good perception of product and service quality would drive the customer to form a positive brand image.

There is stream of literature that regards brand image as being directly related to the product category within which the brand is marketed. Brand management scholars have argued that brand image is an essential part of powerful brands which enable brands to differentiate their products from their competitors. Brand image is made up of brand association, it is a set of perceptions about a brand as reflected by the brand associations held in the consumers’ memory defines brand associations as “the category of brand”’s assets and liabilities that include anything „linked” in memory to a brand.” Associations are informational nodes linked to the brand node in memory that contains the meaning of the brand for consumers. Keller goes on to explain that there are three important aspects of image: favorability, strength and uniqueness of brand associations. Moreover, the associations may be formed in one of the following categories: attributes of the product, benefits achieved from the product or attitudes towards the brand. The aim of every firm is to create favorable and positive associations about the brand which results in a positive image of the brand. Brand image is defined by Keller as “the perceptions about a brand as reflected by the brand associations held in consumer memory”. In other words brand image is what comes to the mind of the consumer when a brand name is mentioned. Basically, brand image describes the consumer’s thoughts and feelings towards the brand. Dobni and Zinkhan argued that the product image is the result of the interaction between the receiver and the product stimuli. Factors contributing to the development of brand image are: product attributes, the firm, the marketing mix, the individual perceptions of the brand, personal values, experience, type of brand users and context variables. Sources of image formation could be either through direct experience with the brand or brand communication.

2.3 Excitement:

An ability to ascribe value to events in the world, a product of evolutionary selective processes, is evident across phylogeny [15]. Value in this sense refers to an organism’s facility to sense whether events in its environment are more or less desirable. Within this framework, emotions represent complex psychological and physiological states that, to a greater or lesser degree, index occurrences of value. It follows that the range of emotions to which an organism is susceptible will, to a high degree, reflect on the complexity of its adaptive niche. In higher order primates, in particular humans, this involves adaptive demands of physical, socio-cultural and interpersonal contexts. The importance of emotion to the variety of human experience is evident in that what we notice and remember is not the mundane but events that evoke feelings of joy, sorrow, pleasure, and pain. Emotion provides the principal currency in human relationships as well as the motivational force for what is best and worst in human behavior. Emotion exerts a powerful influence on reason and, in ways neither
understood nor systematically researched, contributes to the fixation of belief. A lack of emotional equilibrium underpins most human unhappiness and is a common denominator across the entire range of mental disorders from neuroses to psychoses, as seen, for example, in obsessive-compulsive disorder (OCD) and schizophrenia. More than any other species, we are beneficiaries and victims of a wealth of emotional experience [16]. In this article I discuss recent developments in the study of human emotion where, for example, a neurobiological account of fear, anger, or disgust is an increasingly urgent goal. Progress in emotion research mirrors wider advances in cognitive neuroscience where the idea of the brain as an information processing system provides a highly influential metaphor. An observation by the 19th-century psychologist, William James, questions the ultimate utility of a purely mind-based approach to human emotion. James surmised that “if we fancy some strong emotion, and then try to abstract from our consciousness of it all the feelings of its bodily symptoms, we find we have nothing left behind, no mind-stuff out of which the emotion can be constituted, and that a cold and neutral state of intellectual perception is all that remains” [17]. This quotation highlights the fact that emotions as psychological experiences have unique qualities, and it is worth considering what these are. First, unlike most psychological states emotions are embodied and manifest in uniquely recognizable, and stereotyped, behavioral patterns of facial expression, comportment, and autonomic arousal. Second, they are less susceptible to our intentions than other psychological states insofar as they are often triggered, in the words of James, “in advance of, and often in direct opposition of our deliberate reason concerning them” [17]. Finally, and most importantly, emotions are less encapsulated than other psychological states as evident in their global effects on virtually all aspects of cognition. This is exemplified in the fact that when we are sad the world seems less bright, we struggle to concentrate, and we become selective in what we recall. These latter aspects of emotion and their influences on other psychological functions are addressed here. [16].

2.4 Brand image:

Brand management scholars have argued that brand image is an essential part of powerful brands which enable brands to differentiate their products from their competitors. Brand image is made up of brand association it is a set of perceptions about a brand as reflected by the brand associations held in the consumers’ memory.

Aaker defines brand associations as “the category of brand’s assets and liabilities that include anything ‘linked’ in memory to a brand.” Associations are informational nodes linked to the brand node in memory that contains the meaning of the brand for consumers. Dobni and Zinkhan (1990) argued that the product image is the result of the interaction between the receiver and the product stimuli. Factors contributing to the development of brand image are: product attributes, the firm, the marketing mix, the individual perceptions of the brand, personal values, experience, type of brand users and context variables. Sources of image formation could be either through direct experience with the brand or brand communication. Despite the importance of brand image in the realm of marketing, there is a lack of theory development that has resulted in much ambiguity in its relationship with brand personality. At the theoretical level, both terms brand image and brand personality have been used interchangeably in the literature. On the basis of the relational paradigm, brand image literature above and the notion that consumers may attribute human characteristics to brands, we suggest that excitement affects both brand love and brand image as emotional outcomes.

2.5 Word of mouth:

Word-of-mouth means the measure of consumers” major informal communication. In early times, word-of-mouth meant at least two consumers, without commercial intention, communicating face-to-face regarding brands, products, or services. Communication is critical in customers” consumption and the process is called word-of-mouth. Word-of-mouth (WOM) communication usually invites thoughts on others. Some people engage in WOM communication to seek other people’s opinions on products or companies. Other people first consider the characteristics of potential WOM message receivers and then deliver WOM messages to the relevant receiver Word of mouth is gaining importance among the societal changes observed in the environment and has become one of the most important and effective communication channel. Harrison-Walker (2001) defined WOM as “informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization or a service. The basic idea behind WOM is that information about products, services, stores, companies and so on can spread from one consumer to another. In its broadest sense, WOM communication includes any information about a target object (e.g. company, brand) transferred from one individual to another either in person or via some communication medium. WOM is described as the process that allows consumers to share information and opinions that direct buyers toward and away from specific products, brands and services [26]). There is recent focus on WOM in the literature on relationship marketing as a potential response that can emerge from efforts directed at forming relationships with consumers. Lo (2012) mentioned that word of mouth has been an age old concept where a person shares his view with another person. The views of the person can be related to a product or the service he have received. The studies in consumer behavior suggest that words of mouth have a strong influence on the
psychology of the person. The influence of word of mouth can have both positive and negative aspects. Relating word of mouth to the consumer behavior, it can be interpreted that the positive word of mouth increases the likelihood of the consumers in opting for the product, whereas the negative word of mouth does the reverse. The overall effect of the word of mouth is dependent on two factors. The total number of people being exposed to positive word of mouth or negative word of mouth helps in judging the final influence.

3-Research hypothesis:
- H1. brand personality will have a positive impact on brand love.
- H2. brand personality will have a positive impact on brand image.
- H3. Brand image will have a positive impact on brand love
- H4. Brand love will have a positive impact on WOM.
- H5. Brand image will have a positive impact on WOM.
- H6. Brand personality will have a positive impact on WOM.

4-Research method:
Since we noted in the framework of research, the model of this research is taken of the study which Ismail & Spinelli performed in 2012 as the name of “the effects of love to brand, personality and brand image on the word of mouth”. This research has functional goal and for data collection is causative- descriptive type. Statistical community in this research is included in all consumers of Eco Brand in Tehran city. Sampling method in this research is available as sampling. Since it was impossible to collect data of all people of statistical community (if it was possible, there was no enough time, expenditure and other necessary facilities) a sampling of statistical community was selected. According to unlimited of community for recognizing considerable sample, we used statistical formula related to Cochran unlimited community: In this formula

\[ n = \frac{Z^2 \sigma^2 \rho(1-\rho)}{\varepsilon^2} \]

In this research data are collected by field method. In field method, questionnaire is one of the most usual methods for collecting data. For collecting data and receiving to goals, this research used nameless questionnaire including 15 questions that filled by consumers. At the beginning of questionnaire there were questions for recognition of personal features of statistical community. Questionnaire questions are regulated based on sequential scale and Likert’s five degree scale including 5 scales very low, low, average, much and very much and designed as classified and based on trice hypothesis topics. Since in this research we used standard questionnaires of the study of Ismail and Spinelli in 2012 hence measurement means in this research has suitable justifiability and in fact justifiability resulted in contents for more assurance we consulted questionnaire justifiability by several experts of this field. In this research for evaluation of reliability coefficient of questionnaire, we used internal adaptive method and by using Cronbach’s alpha coefficient. By primary distribution of 30 questionnaires, reliability coefficient for questionnaire was 0.907 which shows very good reliability.

5-Findings of the Analysis of Research Conceptual Model:
Confirming measurement models of research variables, the conceptual model of research investigated by structural equation modeling 23. The reason for using this method is that this model has the capability instead of examine two to two and separate variables, the relations among all variables survey concurrently. SME approach is a comprehensive method for testing the hypothesis about the relations among observed variables. Since the conceptual model of research considers the survey of causative relations, for providing concurrent analysis.

possibility of variables relations, we used structural equation method which it is used in model analysis of AMOS software that is one of the most famous software’s for performing structural equations.

The results of SEM analysis were depicted in Figure 2, the overall model were CMIN

\[ X^2=121.675, \text{DF}=123, p=0.0 \]

The fit indices were all in acceptable ranges with

CFI= 0.980 , TLI=0.974 and RMSEA=0.047. Models with cut-off values above 0.90 for CFI, and below 0.08 for RMSEA are considered to have a good fit between the hypothesized model and the observed data.

5-1 Structural model results:
Figure 2 displayed all of the structural relationships among the studied constructs; path coefficients and their significance, for each dependent construct are also presented in this figure. As indicated in Figure 1 all hypotheses, except for H1 were supported by the data. The hypothesized relationships (H2 to H6 ) were found to be significant in the proposed directions.
Table 1: Results of research hypotheses test

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statistics t</th>
<th>Regression coefficient</th>
<th>Test result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1. Excitement dimension of brand personality will have a positive impact on brand love.</td>
<td>1.27</td>
<td>.09</td>
<td>refused</td>
</tr>
<tr>
<td>H2. Excitement dimension of brand personality will have a positive impact on brand image.</td>
<td>7.63</td>
<td>.65</td>
<td>Confirmed</td>
</tr>
<tr>
<td>H3. Brand image will have a positive impact on brand love.</td>
<td>5.87</td>
<td>.54</td>
<td>Confirmed</td>
</tr>
<tr>
<td>H4. Brand love will have a positive impact on WOM.</td>
<td>10.90</td>
<td>.79</td>
<td>Confirmed</td>
</tr>
<tr>
<td>H5. Brand image will have a positive impact on WOM.</td>
<td>7.09</td>
<td>.61</td>
<td>Confirmed</td>
</tr>
<tr>
<td>H6. Excitement dimension of brand personality will have a positive impact on WOM.</td>
<td>2.01</td>
<td>.29</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

Discussion and conclusions:
Following this causal model, the strategy should be for fashion brand to use brand personality and brand image to increase the emotional relationships with their brands. As a result of building an emotional relationship with their customers, companies will make their customers positively talk about their brands. If this is attained, the number of customers using the brand could probably be increased and in turn the company may report a jump in profits. Another result worth discussing is that the insignificant influence of brand image on WOM, we think this relationship need to be replicated and further more investigated in future research. Although the significant impact seems to be absent, it can be argued that the effect of brand image on the WOM is mediated by loving the brand. This is logically valid from a practical point of view, when the projected brand image fit with the image customer wants others to hold about him/her, it will make him positively talk about the brand.

Based on the above findings, the conceptual model has shown the direct effects of brand personality and brand image on brand love and WOM. In general, the reliability and validity of the results presented in this study is considered acceptable. However, validity is limited to the constructs, measures, samples and fashion brands we have studied.

REFERENCES