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Relationship between Brand Personality and cognitive dissonance

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Abstract

The current research is intended disclosure to investigate the relationship and influence between the Brand Personality and cognitive dissonance via descriptive and analytical method. As a result, the personality of the brand relationships (correlation, effect) has a positive statistical function with the variables of cognitive dissonance combined. From the main conclusions of research are the responses of the research sample varied to the variable of brand sincerity by the sense of joy when dealing with that brand in addition to the benefit of its use.

Keywords: Brand Personality, Cognitive Dissonance, Purchase.

Relación entre la personalidad de la marca y la disonancia cognitiva

Resumen

La investigación actual se destina a la divulgación para investigar la relación e influencia entre la Personalidad de la Marca y la disonancia cognitiva a través de un método descriptivo y analítico. Como resultado, la personalidad de las relaciones de marca (correlación, efecto) tiene una función estadística positiva con las variables de disonancia cognitiva combinadas. De las principales conclusiones de la investigación, las respuestas de la muestra de investigación variaron según la variable de sinceridad de la marca por el sentido de alegría al tratar con esa marca, además del beneficio de su uso.

Palabras clave: Personalidad de la marca, Disonancia cognitiva, Compra.

1. INTRODUCTION

The current markets are saturated with many products that serve the same benefit to the customer. In other words, the markets become closer and narrower, the market share is smaller and competition is stricter, and the customer becomes aware of the products symmetrically. In this regard, many institutions have committed huge investments to the development of their brand by establishing a value for the consumer by realizing their personal desires and adapting the image of the products to those desires in order to guarantee their satisfaction and thus maintain market share and continue under competitive conditions. Because of this interest, the idea of brand

personality has become acceptable to marketing men as it is considered an important subject because it helps organizations to distinguish their brands. Some marketers believe that the intangible aspects of the Brand, such as personality, may create a kind of anxiety or discomfort resulting from the difficulty of distinguishing between products, as opposed to the tangible aspects of the mark such as features and functional characteristics which are now very small. Brand personality in creating a state of cognitive dissonance to the customer.

2. THE PROCEDURAL STRUCTURE OF THE RESEARCH

This course deals with the problem of research, its importance, its purpose, the hypothesis and hypotheses:

2.1. Research problem

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

Does Brand Personality play a role in arousing or creating a state of cognitive dissonance with the customer? Which is integrated into the following questions:

1. Is there a relationship between Brand Personality and cognitive dissonance?
2. What is the impact of Brand Personality on cognitive dissonance?

2.2. The importance of research

2.2.1. The importance of research stems from the following

1. The scarcity of studies (Arab and foreign) related to the connection between Brand Personality and cognitive dissonance - within the limits of the researcher's knowledge - and can be a scientific addition to the heritage available in libraries. In addition, there is a research gap that the research will contribute to its coverage.
2. The research variable related to Brand Personality in its dimensions (Sincerity, Excitement, competence, Sophistication, Ruggedness) is one of the most important elements to predict consumer preferences and choices.

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

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

2.3. Research Objectives

The research aims to achieve the following objectives:

1. Provide a conceptual framework for what Brand Personality and cognitive dissonance.

2. Determine the relationship and influence between Brand Personality and cognitive dissonance.

3. To reach a range of recommendations and recommendations that could be of interest to both researchers interested in the research subject or to practitioners and thinkers from the managers and marketers in various business organizations.

2.4. Research Plan

His model of the research is designed as a hypothesis model in line with the research problem, its importance, objectives and methodology, and to clarify the correlation relationships of the independent variable with all its sub variables, the adopted variable and all its sub-variables. This can be illustrated in Figure 1, where the Brand Personality was measured based on the Aaker (1970) in determining the dimensions of Brand Personality (Sincerity, Excitement, competence, Sophistication, Ruggedness). The Cognitive dissonance was also measured based on the model Sweeney et al. (2000) in identifying the dimensions of cognitive dissonance (emotional dissonance, cognitive dissonance, dissonance arising from the treatment of service providers).

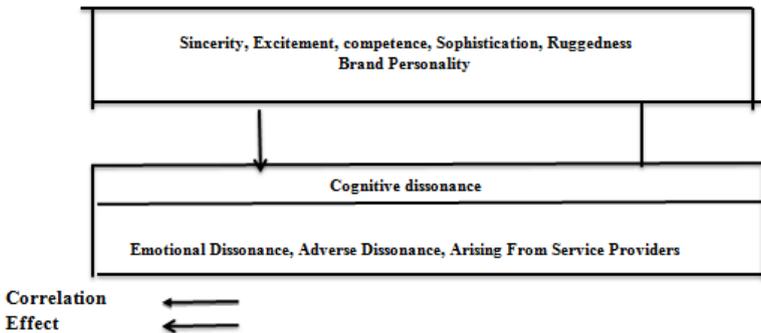


Figure (1). The descriptive outline of the research

2.5. Research hypotheses

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

1. The first main hypothesis: There is a significant correlation between the dimensions of Brand Personality and cognitive dissonance.

A. The first sub-hypothesis: There is a significant correlation between Brand Sincerity and cognitive dissonance.

B. The second sub-hypothesis: There is a significant correlation between Brand Excitement and cognitive dissonance.

C. The Third Sub- Hypothesis: There is a significant correlation between Brand competence and cognitive dissonance.

D. The Fourth Sub- Hypothesis: There is a significant correlation between Brand Sophistication and cognitive dissonance.

E. Fifth hypothesis: There is a significant correlation relationship between Brand Ruggedness and cognitive dissonance.

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

A. The first sub-hypothesis: There is a significant effect relationship between Brand Sincerity and cognitive dissonance.

B - The second sub-hypothesis: There is a significant effect relationship between Brand Excitement and cognitive dissonance.

C. The Third Sub- Hypothesis: There is a significant correlation between Brand competence and cognitive dissonance.

D. The Fourth Sub-Hypothesis: There is a significant influence relationship between Brand Sophistication and cognitive dissonance.

E. The Fifth Sub-hypothesis: There is a significant correlation between Brand Ruggedness and cognitive dissonance.

2.6. Research Sample

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

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

2.7. The temporal boundaries of research

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

2.8. The Truthfulness and Stability of the Research Tool

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

2) Stability test: In order to measure the stability of the survey lists for data collection, the Alkronbach method was used. If an alpha coefficient between (0.5, 0) is considered sufficient and acceptable, an alpha coefficient of 80.0 is considered to have an excellent level of

confidence and reliability (Idris, 2008: 423), and the validity of the scale was tested by the apparent validity of the square root of the alpha stability coefficient. Table (1) shows the results of the analysis.

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

Variables	Number of Vocabulary	Alpha coefficient	Virtual honesty
Brand Personality	42	0.929	0.963
Cognitive dissonance	14	0.882	0.939

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

3. BRAND PERSONALITY

3.1. Concept of Brand Personality

The development of the brand has undergone a series of stages, the first phase of which is defined as the non-characteristic phase of the product, which is distributed by the product and which needs little effort to distinguish it. In the second stage, the product moved to the reference stage in which the product responds to competitive forces and provides some manifestations of discrimination to its products. Yet this is seen from a practical perspective. When the market became saturated with many products for many producers and served the same function of utility, the task of distinguishing the mark on its own

became a more difficult task. When the brand reached this third stage, this forced producers to give their own brand (Abdullatif, 2014).

Gelder (2003) defined the personality of the mark as representing a set of characteristics taken from human characteristics that could be applied to the brand. The brand personality has been developed to increase the attractiveness of the brand in the minds of consumers. The brand has also been defined as human attributes related to the trade mark to facilitate communication between the physical elements and brand attributes for the consumer. The author himself stresses that the personality of the brand should be viewed from two perspectives: the first is how the brand presents itself in the environment (brand identity, side of the sender); second, what is the current social perception (brand image, recipient side). See Akin (2017) brand as the first reaction to a consumer when they hear, see, taste, or even touch certain products of a particular brand. While Akin (2017) defined it as a strategic tool that works to form a continuum between brand and consumer, the brand can reflect or represent a person known in the consumer's mind.

And see it Balmer et al. (2017) that the brand has human characteristics or properties that can be attributed to the brand. Among the studies reviewed by the researcher are (Balaji & Raghavan, 2011). It was found that previous studies have agreed on one unified definition to the brand by Aaker (1997) as the set of human traits associated with the brand.

3.2. Brand Personality Significance:

A brand is part of the brand's basic identity as part of its perceived image, albeit implicitly, and therefore can contribute significantly to its distinction from competing brands. The brand's personality contributes to the creation of value for the mark through its use as a tool of self-expression, helping it establish a relationship with the consumer by showing its functional benefits. A strong brand identity is a tool that enhances the company's performance. Some believe that this person has a significant impact on understanding the purchasing decision. The fact that the consumer takes the quality of the mark into account is aware that competitors are able to imitate them and present the same characteristics, but they will be unable to imitate the identity and personality of the mark. Brand personality plays an important role in the overall strategy of the company, which is one of the most important tactics used by the company to gain a competitive advantage. With the proliferation of brands increasingly in a strong competitive market, trademark managers and competitors have long sought to develop a marketing strategy to distinguish their brands from competitors beyond utilitarian or functional features, where utilitarian or functional features are now known to be very small. The personality of the brand is a good basis for distinguishing similar products because they are not bound by physical properties.

3.3. Brand Personality Dimensions

Some theories arose to support the character of the Brand Personality, namely (Abdullatif, 2014):

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

B. Self-Concept Theory: Personality and self-concept have been used interchangeably in marketing literature, and the concept of self is defined as the beliefs and the overall feeling of the individual and his feedback. In consumer behavior research, the concept of self becomes known as self-image and has four manifestations of the real self, social self, ideal self, and ideal social self (Asperin, 2007).

C. Brand Personality Theory: Venable (2001) finds that the character of the mark has gone through two phases:

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

- Phase 2. The Symbolic Side of Brand Personality: it refers to the use of a certain sign to express something in the personality or something in the customer's lifestyle. In other words, using what is visible and tangible to express what is not visible from the many aspects of our lives. Among the previous studies in the literature review the researcher has relied on are: (Aaker, 1997; Bouhleb et al., 2011). It has been found that these studies have relied on the dimensions set by (Aaker, 1997), and this is what makes the researcher involve the dimensions in the present study. Aaker (1997) developed a frame of personality based on five dimensions: sincerity, excitement, efficiency, evolution, and finally intensity. These dimensions contain 15 main features, and as follows:

1. Brand Sincerity: This dimension includes the following traits: Honest, Wholesome, Cheerful, Down-to-earth.

2. Brand Excitement: This dimension includes the following traits: Daring, Spirited, and Imaginative, Up-to-date.

3. Brand Competence. This dimension includes the following traits: Reliable, Intelligent, and Successful.

4. Brand Sophistication. This dimension includes the following traits: Upper, Charming.

5. Brand Ruggedness. This dimension is characterized as outdoorsy and toughness

4. THE COGNITIVE DISSONANCE

4.1. Concept of cognitive dissonance

The concept of cognitive dissonance emerged in 1957 when Leon Festinger published his remarkable book *The Theory of Cognitive Dissonance*. Most social psychologists believed that the behavior of individuals was primarily directed at reward or punishment, but Festinger assumed that individuals actually acted out of that desire (The need to reduce disharmony), when our perceptions are inconsistent or symmetrical, we feel uncomfortable or tense, and are rushed to reduce or limit it. What Cognitive means is the accumulation of information acquired by the individual through his awareness of reality, the act or process that is built on the basis of the system of personal belief? This is the actual activity or thought. Dissonance means that there is no agreement or consistency between beliefs Which is carried by the individual or between the actions of the individual and his beliefs, and an example of the gap between what he hears and what we see, and describes this concept of the state of incompatibility or inconsistencies between attitudes, beliefs and behaviors (Akpan et al., 2018). While Akin (2017) view cognitive dissonance as a paradoxical feeling in an individual's mind or an

uncomfortable state that arises when an individual has two conflicting feelings or beliefs at the same time when the individual is in a state of thinking, And negative results. Considers Liu et al. (2016) considers cognitive dissonance to be the situation in which one encounters conflicting attitudes, beliefs and behavior. Identified Demirgüneş & Avcilar (2017) the factors that influence the overall forces of dissonance and as follows: Contrast is largely personal, such as beliefs about self, tends to increase dissonance.

- The importance of disharmony, the things that involve high-value beliefs, usually lead to stronger dissonance.
- The ratio between conflicting ideas and harmonious ideas.
- The stronger the repulsion, the more pressure to relieve the discomfort.
- Cognitive dissonance is often a powerful influence on our behaviors and Actions.

4.2. Dimensions of cognitive dissonance

The views and ideas of many writers and researchers Graff et al. (2012), Japariato (2006) agreed to identify the dimensions of cognitive dissonance over the ideas and theses, where he presented a

scale consisting of 22 paragraphs, and adapted some paragraphs to correspond with the nature of the research and became the number of 14 paragraphs, placed in three dimensions is (emotional dissonance, cognitive dissonance, dissonance arising as a result of service providers) and below a brief explanation of those dimensions:

A. Emotional Dissonance:

Emotional dissonance is defined as a person's psychological discomfort after making a purchase. And attention to the psychological support of the customer after the purchase is the main task of marketers. In addition, marketers must recognize the importance of post-purchase not only for the purpose of attracting customers with cognitive dissonance to purchase the product, but to avoid Item description is negative, and the best guarantee for this is to develop the quality of the product or service to meet customer expectations.

B. Cognitive Conspiracies: Wisdom of purchase dissonance

It means that a person has recognized that he or she may not need this product or that his choice of this product may not be correct and that the credibility of the sale and the correct specification of the product leads to the promotion of the customer's purchasing decision and the fact that the choice of the product is required.

C. The dissonance arising from the treatment of service providers: Concern over the deal Akin (2017) defines the dissonance

arising from dealing with service providers by acknowledging the person after the purchase that he or she has been affected by the service providers contrary to their beliefs. And that service providers are the most important factor in the marketing process during the sales phase because they are the ones who communicate directly with customers, and also have a clear impact on building the mental image and customer evaluation of the product. And that effective communication through service providers is necessary to gain customer satisfaction and prevent the occurrence of dissonance of knowledge, and therefore must be the main purpose of communication is to support the decision to buy the customer by explaining the positive features of the product and how to use.

5. Practical side

5.1. Analysis and testing of research hypotheses

5.1.1. Statistical description of the research variables

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

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

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

Reference: Preparing the researcher based on the results of the electronic calculator

❖ The variable of Brand Competence of the sample was achieved with a mean value of (3.501) with a standard deviation of (1.021) and a relative weight of (82%), and the order of dimension (1).

❖ The variance of the Brand Sophistication for the sample was achieved in the mean of (3.451), with a standard deviation of (0.968), a relative weight of (81%), and the order of dimension (2).

❖ The variable Brand Ruggedness of the sample was achieved at a mean of (3.420), with a standard deviation of (0,997), a relative weight of (80%), and the order of dimension (3).

❖ The Brand Sincerity variable of the sample was achieved in the mean of (3.342), with a standard deviation of (1.091), a relative weight of (78%), and the order of dimension (4).

❖ The variable Brand Excitement of the sample was achieved at a mean of (3.213), with a standard deviation of (1.041), a relative weight of (75%), and the order of dimension (5).

Table (3) Statistical description of the dependent variable (cognitive dissonance)

No.	Cognitive dissonance	Mean	Standard deviation	%	Order of dimensions
1	Emotional dissonance	3.372	1.091	79%	3
2	Cognitive Conspiracies	3.445	1.041	81%	2
3	Dispute arising due to service providers	3.504	1.021	82%	1

Reference: Preparing the researcher based on the results of the electronic calculator

❖ The variance variable due to service providers for the sample was achieved with a mean of (3.504), with a standard deviation of (1.021), a relative weight of (82.3%), and the order of dimension (1).

❖ The cognitive Conspiracies of the sample was achieved at an average of (3.445), with a standard deviation of (1.041) and a relative weight of (81) %, and the order of dimension (2).

❖ The Emotional variability variance of the sample was achieved at a mean of (3.372), with a standard deviation of (1.091) and a relative weight of (79%), and the order of dimension (3).

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

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

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

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

Reference: Preparing the researcher based on the results of the electronic calculator.

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

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

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

4. The third sub-hypothesis: There is a significant correlation between the Brand Competence and cognitive dissonance at the macro level. And through the data in Table (4) it was found that

a positive correlation was found (0.301), while at the level of significance (0.000), it was less than the level of significance determined by the researcher (0.01), this hypothesis is accepted at the research level.

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

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

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

At this point we will discuss the results of the test and analysis of the relations of influence between the variables of the search and as

provided by the hypothesis of the main effect (the existence of a positive statistical significance of the Brand Personality in cognitive dissonance) and sub-hypotheses emanating from them will be tested successively according to the scheme of research hypothesis:

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

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

$$Y = a + X\beta$$

Whereas: Y = cognitive dissonance X = Brand Personality
a = statistical constant

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

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

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

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

Table (5) ANOVA analysis of the relationship between Brand Personality and cognitive dissonance

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

Reference: Preparing the researcher based on the results of the electronic calculator.

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

Table (6) Results of the relationship test of the effect of Brand Personality in cognitive dissonance

Samples	Non-standard transactions		Standard transactions	T	Moral level
	Beta coefficient	Standard error	Beta		
Hard	1.519	.241	.903	.000	.000
Brand Personality	0.319	.002		37.35	.001

The table of the analysis of variance and the table of coefficients of the relationship between Brand Personality (X) and cognitive dissonance (Y) and the level of the research sample of (425) students shows that the value of t (36.35) is significant at a less significant level. (This indicates that the regression curve is sufficient to describe the relationship between Y, X) and the confidence level (95%) and the constant is 1.519 (a =). This means that there is a cognitive discrepancy of 1.519 when the value of Brand Personality is zero. The value of the (R^2) parameter was (0.642) meaning that the Brand Personality (X) explained the value of (0.64) of the variance in the cognitive dissonance, and the value of the test (F) for the removal of Brand Personality in cognitive dissonance (74.299) and at a significance level (.000) which have a significant significance at a level less than (0.05). In the light of these results, this hypothesis is accepted.

6. RESULTS OF THE RELATIONSHIP TEST OF THE EFFECT OF THE SUB-HYPOTHESES

After testing the main impact hypothesis, it is necessary to test the impact of Brand Personality (Brand Sincerity, Brand Excitement, Brand competence, Brand Sophistication, Brand Ruggedness) in cognitive dissonance. According to this hypothesis, the equation of the multiple regression of the Brand Personality (X1, X2, X3, X4, X5) in cognitive dissonance (Y) Cognitive Conflicts = (1.519) + (.431) Brand Sincerity + (.527) Brand Excitement + (.621) Brand competence + (.531) Brand Sophistication + (.502) Brand Ruggedness.

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

Table (7) Results of the relationship test between the Brand Personality and cognitive dissonance

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

Reference: Preparing the researcher based on the results of the electronic calculator.

It is clear from Table (7) that the regression equation indicates the constant ($a = 1.519$). This means that there is a cognitive discrepancy of (1.519) when the value of the Brand Personality is zero. The value of the marginal inclination of Brand Sincerity reached ($.421 = 1\beta$) and associated with (X_1). It indicates that a change of (1) in Brand Sincerity will result in a positive change of (.421) in cognitive dissonance. The value of the marginal inclination for Brand Excitement reached ($.837 = 2\beta$) and associated with (X_2). It indicates

that a change of (1) in Brand Excitement will result in a positive change of (.837) in cognitive dissonance.

The value of the marginal inclination of Brand Competence has reached (.488 = 3β) and the accompanying X3 indicates that a change in the value of (1) in the Brand Competence will result in a positive change of (.488) in cognitive dissonance.

The marginal value of Brand Sophistication is (.548 = 4β) and is associated with (X4). It indicates that a change of (1) in Brand Sophistication will result in a positive change of (.548) in cognitive dissonance.

The value of the Brand Ruggedness has reached (.518 = 5β) and is associated with (X5). It indicates that a change of (1) in Brand Ruggedness will result in a positive change of (.518) in cognitive dissonance.

7. CONCLUSIONS AND RECOMMENDATIONS

7.1. Conclusions

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

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

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

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

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

6. The dimensions of cognitive dissonance (emotional dissonance, cognitive dissonance, dissonance arising from the treatment of service providers) have been met by negative measurement indicators and are more pronounced in the dissonance arising from the treatment of service providers

through the supposed uncertainty and confusion of service providers' abuse.

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

7.2. Recommendations

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

2. Marketing managers must create brand personality traits through:

- Fulfilling the promises and services announced by the company to the customer, which make a good impression of the sincerity of the mark in the customer's mind.
- Increasing innovation in brand design, which creates a sense of brand awareness.
- Designing the basic functions of the device in an easy and enjoyable way for the customer in addition to the free programs

that facilitate its use, which generates sufficient conviction about the efficiency of the brand.

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

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

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

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

5. The need to focus on the post-purchase phase to avoid product description negatively by customers with a lack of

knowledge and the best guarantee is to develop the quality of the brand to meet the expectations of customers and provide after-sales services.

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