

# **THE EFFECT OF BRAND PERSONALITY ON BRAND EQUITY WITH THE MEDIATING ROLE OF BRAND AUTHENTICITY (IN CUSTOMERS OF MAJID BRAND SPORTS PRODUCTS)**

Maryam Emami<sup>1</sup>, Shahram Nazari <sup>\*2</sup>, Rasool Norouzi Seyed Hoseini<sup>3</sup>

## **1. INTRODUCTION**

Brand equity and brand personality are attractive and pleasant concepts in sports marketing because research has shown that a relationship between customers and a brand can be formed similar to the relationship between two people (Ahna & Kangb, 2022). Sports marketing managers seek to have a better understanding of sports brands (Manoli, 2022). Due to the wide variety of sports products and brands, customers and consumers are faced with a wide range of brands (Görgüt & Özbal, 2018; Aker, 1997). Therefore, sports marketing managers try to make a lot of efforts to improve brand equity and brand personality to strengthen the relationship between customers and their brand. Brands that are authentic define values that guide brand behaviors and reactions in the marketplace. It should be noted that the fulfillment of a brand's promises is one of the most important things that is emphasized about brand authenticity (Morhart et al, 2015). This feature is very important for sports products. This is especially important in sports goods that seek to compete with other brands (Napoli, et al, 2014). When sports products can be faithful to their commitments and create an image in the minds of consumers with honesty and integrity (as a component of brand personality), they are more likely to create loyalty and high perceived quality, which can attract customers and is effective to create value for the brand (Lee & Song, 2018). In recent years, identifying the importance and reasons for the attractiveness of brand personality for consumers and how this brand personality affects purchasing decisions has become one of the favorite areas of researchers in the analysis of sports consumer behavior. Therefore, the present study was conducted with the modeling approach and aims to determine the effect of brand personality on brand equity with the mediating role of brand authenticity in the consumers of Majid brand sports products.

## **2. MATERIALS AND METHODS**

The present research is descriptive-correlative in terms of method, Applied in terms of purpose, and survey in terms of implementation. In addition to this, the current research is inductive in terms of reasoning logic and in terms of the method of implementation and data collection, it is field research. This research was conducted in the period of autumn 2018 to spring 2022. The statistical population of the present research consists of all consumers of Majid brand sports products. Based on Cochran's sampling formula, 384 consumers of Majid brand

---

<sup>1</sup>. M.A in Sport Management, Department of Physical education and sports sciences, University of Eyvanakey, Tehran, Iran. [Maryam.emami1301@gmail.com](mailto:Maryam.emami1301@gmail.com)

<sup>2</sup>. (Corresponding author) Assistant Professor of Sport Management, Department of Physical education and sports sciences, Farhangian University, Pardis Shahid Chamran, Tehran, Iran. [shahram.nazari@yahoo.com](mailto:shahram.nazari@yahoo.com)

<sup>3</sup>. Associate professor in sport management, Department of Physical education and sports sciences, Tarbiat Modares University, [rasool.norouzi@modares.ac.ir](mailto:rasool.norouzi@modares.ac.ir)

sports products were selected as the sample. In order to collect data, demographic characteristics form, Kadirov's (2010) brand authenticity questionnaire, Kim and Hyun's (2011) brand equity questionnaire, and Geuens et al.'s (2009) brand personality questionnaire were used. In order to analyze the conceptual model, structural equation modeling (SEM) was used. Statistical analysis was done through SPSS/25 and LISREL 8.5 software and the data were analyzed at a significant level ( $\alpha \leq 0.05$ ).

### 3. RESULTS AND DISCUSSION

The results showed that the highest frequency of research samples with 141 samples is related to the age group of 25-29 years. In terms of gender, female samples are more than male ones with 203 samples and a ratio of 52.7. The average brand personality score was  $M = 2.234$ ,  $S.D = 1.190$ . Also, among the dimensions of brand personality, the highest average was obtained in the dimension of Aggressiveness ( $2.970 \pm 1.120$ ) and the lowest average in the dimension of emotionality ( $2.635 \pm 1.412$ ). The average brand authenticity was obtained as  $2.871 \pm 0.901$ . It was observed that the average of dimensions of brand authenticity is the highest average related to the overreaction dimension ( $3.151 \pm 1.212$ ) and the lowest average is related to the long history dimension ( $2.021 \pm 1.200$ ). Finally, the average brand equity value is  $M = 2.800$ ,  $S.D = 1.128$ . Indeed, among the dimensions of brand equity, the highest average was obtained in the dimension of brand quality ( $3.021 \pm 1.241$ ) and the lowest average in the dimension of brand awareness ( $2.123 \pm 1.128$ ). Findings showed that there is a significant relationship between "brand personality" and "brand equity" ( $p < 0.05$ ). There is also a significant relationship between "brand personality" and "brand Authenticity" ( $p < 0.05$ ) and finally, there is a significant relationship between "brand Authenticity" and "brand equity" ( $p < 0.05$ ). Based on the confirmed model, it can be interpreted that brand personality has a direct effect on brand equity ( $PC = 0.69$ ) and brand Authenticity. ( $PC = 0.41$ ). Furthermore, Brand personality has an indirect effect on brand equity through brand Authenticity ( $PC = 0.20$ ).

### 4. CONCLUSION

In general conclusion, it can be said that Majid's brand personality has been able to create a level of emotionality and activity in the minds of consumers. In addition, it has boldly entered into various fields of sports production. These matters have led to the formation of a favorable personality for this brand. In addition, Majid's brand personality has been able to create a favorable position in the minds of its consumers due to the perceived high quality of its products as well as the high level of brand awareness and this has led to strengthening its brand equity.

**Keywords:** Brand Personality, Responsibility, Sport Brand, Brand Equity, Brand Authenticity

### REFERENCES

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of marketing research*, 34(3), 347-356.
- Ahna, J., & Kangb, J. H. (2022). Team Branding Enhancement: The Role of Player-Team Brand Personality Alignment in Team Evaluation and Brand Equity. *International Journal of Applied Sports Sciences*, 34(1), 1-15.

- Geuens, M., Weijters, B., & De Wulf, K. (2009). A new measure of brand personality. *International journal of research in marketing*, 26(2), 97-107.
- Görgüt, İ., & Özbal, A. F. (2018). Adaptation of Sport Brand Personality Scale to Turkish. *Universal Journal of Educational Research*, 6(4), 759-768.
- Kadirov, D. (2010). Brand authenticity: Scale development and validation. In *Proceeding of Annual Conference of the Australian & New Zealand Marketing Academy, New Zealand* (pp. 1-7).
- Kim, J. H., & Hyun, Y. J. (2011). A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector. *Industrial marketing management*, 40(3), 424-438.
- Lee, J., & Song, S. (2018). How can Sporting Goods Retailers Achieve Sustainable Success?: Concept of Sport Brand Authenticity. *Journal of Distribution Science*, 16(4), 57-65.
- Manoli, A. E. (2022). Strategic brand management in and through sport. *Journal of Strategic Marketing*, 1-8.
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, 25(2), 200-218.
- Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of business research*, 67(6), 1090-1098.