The IMPACT of Brand Personality on Three Relational Variables (Trust, Attachment and Commitment to the Brand) (The Case Study: Kaleh Brand in the City of Arak-Iran)


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Abstract

Given the increasing diversity of products created, regardless of any consumer goods, with a huge selection of brands will face. In the meantime, one of the most challenging every - Marketing Manager, to obtain a suitable position in the minds of consumers, and that the position can not be achieved through proper communication with clients. Communication should be respect for the continuity of be paid an emotional time. - a relationship in which the company can not only trust, but also to the commitment and continuity to customers who wish to gain further continuation of the relationship, finally causing the brand loyalty of customers to be. 6 hypothesis has been developed for this purpose. In this context, the introduction of the overall framework of the research, the research methodology utilizes a descriptive and field implementation, data were collected both through library and field., For field data collection questionnaire included 38 questions designed to and were distributed in the statistical community, includes community set - consumer brand hats are in Arak city, continue enjoying the completed questionnaire fan t . analyzed student and LISREL software environment for all hypotheses were confirmed after analyzing the results of the recommendations on the results of the study are presented. The findings suggest a positive impact of brand personality on three variables Calais trust, cohesion and commitment to the brand.

INTRODUCTION

Today, value creation for shareholders has become the main intellectual concern of managers. Today’s competitive world is more similar to a battle field rather than the supply and demand scene. Brand and its value is one of the most important tools for any organization to succeed and survive on this battle field. The greater the value of a brand is in the minds of consumers, the higher the financial returns will be for the company from customers; that’s why having a strong brand in the market has become the target of many organizations and companies have made huge investments to have a strong brand in the market. Among the advantages of achieving a strong brand, it can be pointed to the reduction of vulnerability in a competitive market environment, having a higher profit margin, increasing market share, and increasing brand opportunities in the market [5]. A brand with a high value in the eyes of consumers is well positioned in the market and can be considered as a strong brand [4]. According to annual statistics announced by the Interbrand website (www.interbrand.com), Coca-Cola brand with a value equal to 71.861 billion dollars continues to be on top of the world’s top 100 brands in 2011 with a 2% increase in brand value compared to 2010. After Coca-Cola brand, IBM and Microsoft brands with 69,905 and 59,087 billion dollars respectively took the second and third places. The financial value provided by Coca-Cola brand shows that to what extent a strong and valuable brand in the market, which is able to make a good mental, emotional and practical relationship with customers, can create value for the company and its shareholders.
Wilcox et al. [12] believe that brand value is an intangible asset arising from the value provided by the brand for its customers. In fact, companies to create a strong and valuable brand in the market should pay attention to different aspects of the brand among which brand personality is considered as one of the most important aspects. Aaker (1996) has defined brand personality as one of the main variables affecting consumer buying decision process. Brand personality creates an excellent position of the brand in the minds of consumers and expresses attitudes, feelings and views of customers about the brand [8]. Hence, according to what discussed and considering the Wilcox’s view stating that having a strong brand is influenced by the connections between brand and customers, the present study aims to investigate the impact of brand personality on three major relational variables (trust, attachment and commitment to brand). For this purpose, Kaleh brand has been selected and the research data have been collected through a survey of Kaleh brand customers in Arak-Iran.

The problem statement:

Today, value creation for shareholders has become the main intellectual concern of managers. Today’s competitive world is more similar to a battlefield rather than the supply and demand scene. Brand and its value is one of the most important tools for any organization to succeed and survive on this battlefield. The greater the value of a brand is in the minds of consumers, the higher the financial returns will be for the company from customers; that’s why having a strong brand in the market has become the target of many organizations and companies have made huge investments to have a strong brand in the market. Among the advantages of achieving a strong brand, it can be pointed to the reduction of vulnerability in a competitive market environment, having a higher profit margin, increasing market share, and increasing brand opportunities in the market [5]. A brand with a high value in the eyes of consumers is well positioned in the market and can be considered as a strong brand [4]. According to annual statistics announced by the Interbrand website (www.interbrand.com), Coca-Cola brand with a value equal to 71.861 billion dollars continues to be on top of the world’s top 100 brands in 2011 with a 2% increase in brand value compared to 2010. After Coca-Cola brand, IBM and Microsoft brands with 69.905 and 59.087 billion dollars respectively took the second and third places. The financial value provided by Coca-Cola brand shows that to what extent a strong and valuable brand in the market, which is able to make a good mental, emotional and practical relationship with customers, can create value for the company and its shareholders.

Wilcox et al. [12] believe that brand value is an intangible asset arising from the value provided by the brand for its customers. In fact, companies to create a strong and valuable brand in the market should pay attention to different aspects of the brand among which brand personality is considered as one of the most important aspects. Aaker (1996) has defined brand personality as one of the main variables affecting consumer buying decision process. Brand personality creates an excellent position of the brand in the minds of consumers and expresses attitudes, feelings and views of customers about the brand [8]. Hence, according to what discussed and considering the Wilcox’s view stating that having a strong brand is influenced by the connections between brand and customers, the present study aims to investigate the impact of brand personality on three major relational variables (trust, attachment and commitment to brand). For this purpose, Kaleh brand has been selected and the research data have been collected through a survey of Kaleh brand customers in Arak-Iran.

The research objectives:

The main purpose of this study is to investigate the effects of brand personality on relational variables (trust, attachment and commitment to brand).

The research secondary objectives can be described as follows:
1- To investigate the impact of trust to brand on attachment to brand. To what extent does trust to brand lead to attachment to brand?
2- To investigate the impact of trust to brand on commitment to brand. To what extent does trust to brand lead to commitment to brand?
3- To investigate the impact of attachment to brand on commitment to brand. Does attachment to brand lead to commitment to brand? And if so, what is the extent of the impact?
4- To investigate whether the trust of consumers in a brand leads to their commitment to the brand?
5- To investigate the trust and commitment of consumers to Kaleh brand in Arak.
6- Helping managers of Kaleh Company identify the position of Kaleh brand.

The importance and necessity of the research:

In classical economics, labor, capital and land are considered as three key elements and the main source of wealth. However, this model is not able to explain how a product with similar performance, quality, and elegance to other products is sold at 3 times the price of them. New approaches to marketing explain this phenomenon by brand identity for customers. In the current world economy, brands are considered as one of the main pillars of business. To be a strong brand, it is needed to make a good image in the minds of customers to induce them to select the brand. The answer to this question why and how people are interested in a brand with a
special personality and select it, can be deemed as a powerful tool in the hands of managers to create and enhance a brand value. In recent years, understanding the reasons for the appeal of brand personality to customers has been one of the areas of interest to researchers studying consumer behavior. The fact that most consumers automatically attribute a personality to a brand is an essential effect of symbolic consumption; and in this context, considerable attention has been drawn to the structure of brand personality.

Brand personality is a set of human traits evoked along with a brand. In another definition, Cutler (2006) defines brand personality as a particular combination of human traits which may be attributed to a particular brand, taken from marketingarticles.ir). Hence, there is a need for research that can help more to identify different aspects of brand personality and its impact on relational variables between a brand and its consumers.

Kaleh Dairy Co. established in 1991 is a subsidiary of the Solico Group. Over the past years, the company has been widely expanded in terms of different aspects such as production capacity, quality and diversity, nationwide distribution network, and export; so that now it is considered as one of the two market leaders in dairy products in Iran. This company, for the second time, was selected as the exemplar exporter of the country and the Exemplar Exporter award of 2010 was given to the company’s management on the National Day of Export (www.kaleh.com). Considering the issues discussed here, Kaleh brand is considered as a well-known and successful brand in the eyes of Iranian customers; so it has been selected as a case brand for being investigated in this research.

A review of the research literature:

The concept of branding began by old inhabitants of Scandinavia during the Old Norse period. Vikings branded ships that they made. In the past, branding has been also being used for marking cattle and putting a mark on the skin of them; actually, one of the meanings of “brand” is to mark with a branding iron, so that branding with iron and marking has been gradually proposed as a tool to demonstrate ownership and show cattle health, something similar to what we now call a trademark. Egyptian potters used branding to identify their clay pots and jars. In this way that they left their fingerprints or other marks on the clay of their products. In Roman times, artisans signed their products or marked them in any other way. This helped consumers identify products offered by their friends or rebuy the products that they had tried before and were pleased with them. In other words, brand functioned as a facilitator of choice for them. In the second half of the 19th century, industrial revolution and new communication systems made it possible for companies to advertise their brand in a wider area. The selection of a trademark (brand) is one of the most important decisions in marketing of products. Now, brand is defined as any word, design, sound, shape, color, or a combination of them which is used to make a distinction between a manufacturer or seller’s products and services and the products and services of competitors; for example, Barf and Parsi Cola brands have been made of words; or Melli and Bella brands are shown by designs; Melli brand by the design of an elephant and Bella by the design of two lions [10].

Brand personality:

When selecting from competing brands, consumers evaluate the fitness between the brand personality and their favorite character. In fact, each brand has a personality; and if, as often happens, a brand is analogized with a person; an image of the person will gradually be created so that the person speaks of the products or services. Personality and values are two interrelated concepts where personality is a subset of value. Personality and mental image are two different concepts, so that Pelamer (1985) believes that brand personality is resulted from the company’s communications with customers, but mental image is consumers’ perceptions of brand personality. Brand personality is human traits that are attributed to a brand. These traits constitute part of brand identity. According to Aaker, brands by defining their human personality give a promise to consumers. In fact, as a result of organizational activities, these traits are created as an image in the mind of the consumer. Brand personality is a basis on which brand communication with customer is formed. It is obvious that all brands have personality; if organizations do not design the personality, as a result of their activities, the personality will be gradually formed in the mind of consumers. Researchers have conducted many studies on the components of brand personality. These researches are based on psychological studies about human personality. One of the best known and most widely used studies is owned by Jennifer Aaker. She introduced five general traits including sincerity, excitement, competence, sophistication and ruggedness. Each of these dimensions has subsets. The studies conducted on brands indicate that brands have personality; for example, Pepsi, BMW, and Coca-Cola brands are respectively known as exciting, cute, and sincere brands.

Consumers use the dimensions of brand personality as determinants of brand value. Randel (1997) has listed the following four roles for brand personality:
1. Presenting an identity to consumers.
2. Providing a shorthand summary of all information held by the consumer about the brand.
3. Reassuring and guaranteeing expected benefits for consumers.
4. Adding information about the value of a product or service.

Also, Brock (1994) has stated the following five benefits for the efficient use of brand personality:
1- Creating brand equity using the brand position of the institution.
2- Creating a recognizable image to effectively communicate with customers.
3- Creating and developing a strong mental image for products brand.
4- Differentiating the brand from competitors’ brands.
5- Providing conditions for the institution to request a higher price from customers.

Brand personality can be created in different ways; in this regard, sources of brand personality are divided into two categories including direct and indirect sources. The direct source contains a set of human traits associated with brand users, staff, senior managers of the organization, and brand verifiers (authenticator). The indirect source includes all dimensions created by company directors such as decisions related to the product or service, price, distribution and advertising. Most advertising agencies have made brand personality a prerequisite in their communication campaigns. Aaker proposed a 5-dimensional model as the brand personality scale in 1997; she stated that the model is a general model and can be used in all different products and cultures; hence, after proposing the model by Aaker, many people developed and used the mode in various products and cultures [9].

According to the Keller’ definition, brand not only has personality, but also it has physical manifestation and visualization. As discussed, Aaker (1997) developed a 5-dimensional model to measure the brand personality traits. The model has 42 brand personality traits which are the subcategories of the 5 main dimensions. These 42 traits have been obtained through a survey of a sample of 1,000 Americans who were asked about 60 brands. In other words, the questionnaire distributed among these 1000 people included 42 items. The Aaker’s model contains the following 5 key dimensions:

1- **Sincerity (honesty): (down-to-earth attitude, honesty, health and safety, originality, cheerfulness, being emotional):**

   This dimension reflects a brand’s degree of freedom. The down-to-earth attitude means to be available and realistic. Brand honesty reflects whether the brand is able to provide accurate information when the product is delivered to a customer or not. A brand is healthy and safe when the product is completely hygienic and has no harm. Brand originality means that the brand is tailored to the real needs of the world. Brand cheerfulness (being friendly) means that the brand goes easy on customers and is not hard on them. Finally, being emotional reflects a brand’s emotional factors; for example, red or black colors, each one motivates different feelings in mind.

2- **Excitement: (courage and daring, fantasy, being updated, youth, independence):**

   Here, excitement means a brand’s attractiveness to customers. Brand courage (and daring) shows that the brand does not spare no effort and is brave enough to produce products with characteristics such as being different, fantasiast, updated, fashionable, and contemporary. Brand youth means to have a place among the youth. Finally, brand independence reflects whether the product helps consumers to be independent or not (for example, many mobile phones have solved people’s problems, e.g., Nokia uses the Global Positioning System in this regard).

3- **Competence: (being realistic and successful, intelligent, diligent and leading):**

   Brand competence occurs when the brand has competitive advantages for a decision maker; for example, if the products of a brand are realistic and successful, it will be likely to enhance the reputation and competitiveness. Being intelligence reflects the certainty, audacity, and technicality of the brand image as a reliable and useful brand in the minds of customers. A diligent and leading brand reflects the fact that the brand is a guide to positive in the minds of customers.

4- **Sophistication: (upscale and graceful, gentle, feminine):**

   Brand sophistication indicates that the brand is attractive to customers; in other words, it is graceful, charming and stylish. An upscale brand reflects the fact that the brand evokes a sense of quality for its customers. Being gentle shows the stability of a brand; and being feminine means that the brand’s target market is women.

5- **Ruggedness (suitability for outdoors, being durable and hard and masculine):**

   Ruggedness reflects the brand’s tendency to extraversion; for example, some brands of mobile phones are extrovert (e.g. Nokia Series 5) and some are west-oriented (like Motorola phones). Brand durability and hardness shows that the brand is strong and has a strong image in the minds of customers. Being masculine reflects the fact that the brand’s target market is men; for example, Blackberry phones have a masculine brand. Figure 1 shows the 5 main dimensions of brand personality [3].
How is brand personality created?

There are at least three sources to obtain brand personality:

1- Marketer communications: intentionally, marketers convey to consumers certain symbolic brand images; they depict their brands in association with certain people (e.g., Michael Jordan for Nike), person images (e.g., cowboy for Marlboro cigarettes), or human-like animated characters (e.g., Pillsbury Doughboy). One recent trend in brand personality advertising is to display a brand and human model side by side with striking visual similarity.

2- Consumers’ Social Observations: in their daily life, consumers observe who is using what products, and then assign the qualities of the brand’s users to the brand. Thus, if consumers see a lot of urban youth wearing Diesel brand jeans and clothing, then Diesel will acquire, in the consumer eye, the personality of being urban and youthful.

3- Cultural Gatekeepers: in every culture, there are a number of public figures that influence the image of activities, ideas, and products. By adopting a product (without commercial gains from the marketer), by displaying it through personal use, by taking a position on it, by praising it or critiquing it, these cultural gatekeepers inevitably define and influence the brand image for the rest of us.

There are different ways to create brand personality. According to Temporal (1991), brand personality must be carefully matched to the consumer or personality that consumers love; in addition, Temporal has proposed a four-stage process to create brand personality. The stages are as follows:

1- Defining the target audience.
2- Finding what the target audience need, want or like.
3- Creating consumer personality profile.
4- Creating product personality based on consumer personality profile.

The overall goal of profiling is to strengthen consumer self-concept and enthusiasm. This method is suitable especially for brands that seek to create a good strategy. It can also be highly successful if market segmentation is integrated with a high degree of homogeneity [6].

Components of Brand Personality:

In this study, the variable of brand personality is measured based on the model developed by Ambroise (2005). In this model, 9 dimensions have been proposed to measure the brand personality variable. The dimensions are as follows:

1- Being friendly: it represents the amount of being friendly, elegant and beautiful.
2- Creativity: it represents to be innovative and visionary.
3- Being seductive: it represents to be charming and enchanting.
4- Being ambitious: it represents to be impressive and gorgeous.
5- Being misleading: it represents to be splendid, pretentious, and deceptive.
6- Originality and elegance (being stylish): it represents that the brand is original.
7- Being elegant and beautiful: it represents the style and aesthetic features of the brand.
8- Being conscientious: it represents that the brand is loyal to its words and commitment to consumer.
9- Introvert: it represents the introspective and inward-looking feature of the brand [8].

**Brand trust:**

When investigating relationship and loyalty models, many researchers consider trust as an important determinant thereof. Trust may be viewed as a cornerstone of long-term relationships and the concept itself originates from the analysis of personal relationships. Brand trust may result in brand loyalty because it stems from valuable relationships between the customer and the brand. The results of studies conducted by Moorman et al. (1992) also confirm this issue. According to Moorman et al., trust means willingness to rely on a reliable partner, which can lead to commitment as well. In other words, customers who do not have trust in a manufacturing company will not be loyal to it and it is likely that they change their desired brand at any moment [11].

**The research conceptual model:**

Figure 2 shows the research conceptual model.

![Research Conceptual Model](image)

The research hypotheses:

The first hypothesis:
A) Brand personality has a direct and positive impact on brand trust.
B) Brand personality has a direct and positive impact on attachment to brand.
C) Brand personality has a direct and positive impact on commitment to brand.

The second hypothesis: brand trust has a direct and positive impact on attachment to brand.

The third hypothesis: attachment to brand has a direct and positive impact on commitment to brand.

The fourth hypothesis: brand trust has a direct and positive impact on commitment to brand.

The research methodology:

The research method is a set of valid (reliable) and systematic rules, tools, and ways to review the facts, explore the unknowns, and seek solutions to a problem.

Any research can pursue three different objectives. Sometimes the purpose of research is to solve a common problem in the workplace; and sometimes the purpose of research is to add information to overall knowledge in a field; and sometimes, the purpose is to apply the results to solve common specific problems within the organization. When the research purpose is to increase our understanding of specific problems that commonly occur in organizational environments and find the way of solving them, it is called a fundamental
research. The findings of this type of research will help to increase the knowledge in different areas of management. But when research is conducted to apply the results to solve problems, it is called an applied research. Accordingly, the present study is an applied research based on its purpose; but in terms of nature and method, it is a casual research. The research data have been analyzed using the LISREL software.

The research population:

The statistical population refers to all individuals, events, or things that a researcher intends to study them. In conducting any study, identifying the research population is one of the crucial necessities, because the researcher should already know the research scope to be able to collect necessary data about it for investigation and analysis. The population of this research consists of all consumers who use Kaleh brand in Arak-Iran.

Sample size determination:

The statistical sample is defined as a number of individuals whose characteristics are similar to population members and are representative of population; in other words, there is heterogeneity and homogeneity between statistical samples and population.

Generally, in models which are examined using structural equation techniques, it is sufficient to select a sample size greater than 200 \[2,7\]. On the other hand, in this study, since the size of statistical population is infinite, the size of statistical sample has been determined using the following formula:

\[ n = \left( \frac{Z_{\alpha/2} \times \sigma}{\varepsilon} \right)^2 \]

In above equation, \(Z, \alpha, \sigma,\) and \(\varepsilon\) respectively stand for standard normal probability (extracted based on the standard normal probabilities table), error level, standard deviation, and desired accuracy. Here, considering the significance level equal to 95\% and the fact that all items are measured using the 5-point Likert scale, the size of statistical sample is calculated as follows:

\[ Z_{0.025} = 1.96 \]

\[ \sigma = \frac{5-1}{3} = 0.667 \]

\[ n = \left( \frac{Z_{0.025} \times 0.667}{0.02} \right)^2 = 268 \]

In the structural equation modeling methodology, the sample size can be 5-15 observations for each measured variable; namely, \(5q \leq n \leq 15q\) where \(q\) and \(n\) respectively stand for the number of observed variables (the items of the questionnaire) and the sample size.

The questionnaire used for this research includes 38 items; hence, if the number of observations for each item is considered 5, the sample size will be 190; and in the case of 15 observations for each item, it will be calculated equal to 570. Accordingly, in this research, 270 questionnaires were distributed in Arak-Iran using the convenience sampling method, from which 250 questionnaires were collected. For this purpose, the researcher visited big stores and supermarkets in different areas of Arak on different days of the week and distributed the questionnaires among the customers who use Kaleh brand. To understand which customers use Kaleh brand, they were asked whether they use this brand or not; and in the case of being a Kaleh brand consumer, each consumer could receive a questionnaire; then, the researcher collected the answered questionnaire by revisiting the stores and supermarkets where the questionnaires had been distributed. This happened three times a day (morning, noon and night). However, some questionnaires excluded from the study due to defects in completing the questionnaire.

Data collection tools:

In this study, the main tool used for collecting data is a questionnaire in which the research questions have been included. The questionnaire contains 38 items which have been set based on the hybrid 5-point Likert scale where the main criterion for making statements is ideals and desirable affairs not facts and realities; in other words, the criterion for making statements is what should be or should be done not what there is or is done (Khaki, 2008).

The 5-point Likert scale used for this questionnaire is scored as follows:

<table>
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<tr>
<th></th>
<th>Totally Disagree</th>
<th>Disagree</th>
<th>No idea</th>
<th>Agree</th>
<th>Totally Agree</th>
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<tr>
<td>Score</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Actually, using a questionnaire is one of the most common ways for collecting data in the field study and researchers try to gather the required information from respondents through designing appropriate questions. Here, all 38 items of the questionnaire have been extracted from the questionnaire developed by Louis and Lombart [8].
Validity and reliability:

Validity of a data collection tool shows that the scale and the content of the tool or the questions included in the tool exactly measure the variables and topic under study; namely, validity indicates if the measuring tool can measure the characteristics and features that the tool has been developed for or not; in other words, validity refers to the accuracy of an assessment – whether or not it measures what it is supposed to measure (Khaki, 2008). The validity of the questionnaire used in this study was searched based on two dimensions which are known as content validity and factor analysis.

To measure the reliability, an index called reliability coefficient is used that its value ranges from 0 to 1.0. A coefficient of 0 means no reliability and the value of 1 means perfect reliability. The reliability refers to the extent to which assessments are consistent; in other words, the reliability shows that if the measuring tool is used several times by one group of people in a short time interval, the results will be close to each other. The most important method for ordinal scales is the Cronbach’s alpha or attitude measuring method. In this study, the Cronbach’s alpha has been used to assess reliability of the questionnaire; for this purpose, 25 questionnaires were firstly distributed; and after the questionnaire were collected, their alpha was calculated using the SPSS software. The calculated alpha is approximately equal to 0.981 which indicates reliability of the questionnaire. The Cronbach’s alpha was calculated separately for all variables. Table 2 shows the results. Considering the issue that the calculated alpha is greater than the minimum acceptable reliability coefficient (which is equal to 0.70), it can be concluded that the research tool is reliable.

The data analysis:

After determining the research problem and following the stages such as identifying appropriate tools to collect data and using them, it is turn to analyze the collected data to determine whether the research hypotheses are confirmed or not. Data processing which aims to prepare data for analysis is performed after the data collection stage. In data processing stage, data are edited and prepared for analysis; in other words, anything which is collected from respondents as completed questionnaires cannot be used. In this research, the collected data were analyzed using the inferential statistics method along with structural equation modeling techniques (confirmatory path analysis) and confirmatory factor analysis by the LISREL8.50 software.

In the structural equations methodology, two groups of coefficients are estimated between latent variables: First: \( \gamma \) presenting the path coefficient between an exogenous latent variable and an endogenous latent variable. Second: \( \beta \) presenting the path coefficient between two endogenous latent variables.

The conclusion:

After performing confirmatory factor analysis and ensuring the significance of coefficients between latent variables (factor loadings) and measured variables (items of the questionnaire) as well as the model fitting, it is turn to test the research hypotheses. In this regard, the T-Student test is used to investigate the significance of coefficients between latent variables. Since in this research, the significance level of 0.95 or error level of 0.05 is expected, the positive path coefficients with t-statistic higher than 1.96 will be significant and the hypotheses related to them will be confirmed.

Assessing the first hypothesis:

A) Brand personality has a direct and positive impact on brand trust:

Considering the positive value of the path coefficient (0.69) between the two variables of brand personality and brand trust as well as the value of t-statistic which is equal to 2.49 and comparing it with the value of 1.96 at the confidence level of 0.95, the null hypothesis indicating the lack of significant impact of brand personality on brand trust is rejected; thus, the research first hypothesis (A) is confirmed \((t = 2.49 > 1.96)\).
Assessing the first hypothesis:

**B) Brand personality has a direct and positive impact on attachment to brand:**

Considering the positive value of the path coefficient (0.30) between the two variables of brand personality and attachment to brand as well as the value of t-statistic which is equal to 1.98 and comparing it with the value of 1.96 at the confidence level of 0.95, the null hypothesis indicating the lack of significant impact of brand personality on attachment to brand is rejected; thus, the research first hypothesis (B) is confirmed ($t = 1.98 > 1.96$).

**Assessing the first hypothesis:**

**C) Brand personality has a direct and positive impact on commitment to brand:**

Considering the positive value of the path coefficient (0.48) between the two variables of brand personality and commitment to brand as well as the value of t-statistic which is equal to 2.27 and comparing it with the value of 1.96 at the confidence level of 0.95, the null hypothesis indicating the lack of significant impact of brand personality on commitment to brand is rejected; thus, the research first hypothesis (C) is confirmed ($t = 2.27 > 1.96$).

**Assessing the second hypothesis:**

- **Trust to brand has a direct and positive impact on attachment to brand:**
  
  Considering the positive value of the path coefficient (0.21) between the two variables of “trust to brand” and “attachment to brand” as well as the value of t-statistic which is equal to 2.82 and comparing it with the value of 1.96 at the confidence level of 0.95, the null hypothesis indicating the lack of significant impact of “trust to brand” on “attachment to brand” is rejected; thus, the research second hypothesis is confirmed ($t = 2.82 > 1.96$).

**Assessing the third hypothesis:**

- **Attachment to brand has a direct and positive impact on commitment to brand:**
  
  Considering the positive value of the path coefficient (0.47) between the two variables of “attachment to brand” and “commitment to brand” as well as the value of t-statistic which is equal to 2.45 and comparing it with the value of 1.96 at the confidence level of 0.95, the null hypothesis indicating the lack of significant impact of “attachment to brand” on “commitment to brand” is rejected; thus, the research third hypothesis is confirmed ($t = 2.45 > 1.96$).

**Assessing the fourth hypothesis:**

- **Trust to brand has a direct and positive impact on commitment to brand:**
  
  Considering the positive value of the path coefficient (0.20) between the two variables of “trust to brand” and “commitment to brand” as well as the value of t-statistic which is equal to 2.44 and comparing it with the value of 1.96 at the confidence level of 0.95, the null hypothesis indicating the lack of significant impact of “trust to brand” on “commitment to brand” is rejected; thus, the research fourth hypothesis is confirmed ($t = 2.44 > 1.96$).

<table>
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<tr>
<th>Hypotheses</th>
<th>Variables Under Study</th>
<th>Estimated Path Coefficient</th>
<th>t-statistic</th>
<th>Results</th>
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<tr>
<td>1st Hypothesis (A)</td>
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<td>0.69</td>
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<td>4th Hypothesis</td>
<td>Trust to Brand - Commitment to Brand</td>
<td>0.20</td>
<td>2.44</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

The research limitations:

1. The research results may be different in other populations.
2. Measuring abstract concepts (such as trust and attachment) through a questionnaire is difficult for the researcher.

REFERENCES