

Corporate Brand Image According To Consumer Personality Characteristics

Habibe Yelda Şener

Kütahya Vocational School of Social Sciences, University of Dumlupınar, Turkey

E-mail of the corresponding author: yeldasener@gmail.com

Abstract

The aim of this study was to compare and contrast the assessments on corporate brand image according to consumer personality characteristics and on its dimensions. For this purpose of the study, differences among the assessments on corporate brand image and its dimensions according to consumer personality characteristics and their demographic characteristics were analysed through t-test, variance analysis and Welch test on the data acquired from 280 consumers of Kahve Dünyası. It was determined that service delivery and location are crucial while establishing a corporate brand image for each personality trait. It was also found that while establishing a corporate brand image, corporate social responsibility dimension is important in consumers with such personal characteristics as responsibility, emotional stability and openness to experience; overall impression dimension is important in consumers with such personal characteristics as extroversion, adaptability and emotional balance; being industrious dimension is important in consumers with such personal characteristics as adaptability, responsibility and openness to experience. Elements of corporate brand image are the basics of the interaction between brand and customers. Improving corporate brand image contributes to increasing brand value by providing brand familiarity, loyalty and competitive advantage. The aim of brand administrators is to sustain development of brand image after customers' experiences with that brand. This study, by determining the evaluations of customers with different personality characteristics about elements of corporate brand image after their brand experiences, helps brand administrators come up with customer-oriented strategies. A wider evaluation with a bigger sample in future studies might reveal more detailed results. Also, this study is limited to gender and income variables of young consumers, but corporate brand image elements might be evaluated in terms of consumers of different age, education and profession groups. Thus, brand administrators can determine the opportunities for improving the interaction between brand experience and image in consumers with different demographic characteristics.

Keywords: corporate brand image, personal characteristics, t –test, variance analysis, welch test

1. Introduction

Personality is a concept that explains the behaviours of individuals in various situations, has continuity and explains interpersonal, emotional, motivational and empirical interaction (McCrae & Costa 1989). One of the most important approaches developed to define and evaluate personality characteristics is "Five Factors Theory". This approach focuses on the words individuals use while defining themselves and others and accepts that behaviours of individuals under different circumstances show consistency and have continuity (McCrae 2001, Caspi *et al.* 2005).

In terms of businesses, personal characteristics of their customers are important while monitoring customer behaviours and establishing strategies accordingly. Businesses can achieve profitable changes as long as they can analyse their customers' personal characteristics accurately and establish an accurate correlation between their customers' personality type and their product or brand choices (Kotler 2000).

Accomplishing a competitive advantage for businesses depends on a powerful corporate brand image. Corporate image rests upon four main pillars; opinions about the corporate, recognition level of the corporate, corporate prestige and comparability of the corporate with its rivals (Okay 2005). Corporate brand image is based on the evaluation of the corporate itself, its social sphere, employees, social responsibility policies, sales force, products, price, after-sale services, chain of distribution and marketing communication (Keller 1998). Corporate brand image is a guide for achieving a bigger and definable targets, provides a balance between the corporate and customer needs and an assessment of teamwork and staff discrepancies, forms an environment in which knowledge and talents find a continuous opportunities for improvement, raises the value of the brand, product and service of the business and provides an environment in which change is not feared (Vural 2005). Corporate brand image shows discrepancies among customers and might be evaluated as weak or strong because it depends on information about the brand customers get from various sources as well as on their experience and impression on the products they have purchased (Chun 2009).

In this study, it is aimed to assess corporate brand image according to customers' personality characteristics. For this purpose, a survey was conducted on the university students in the city of Kütahya to assess the corporate brand image of Kahve Dünyası, operative in London and total 19 cities in Turkey with various educational, artistic and sports activities as social responsibility projects and sponsorships, according to personal

characteristics of its customers. The study comprises of six parts. In the first part, the problem of whether corporate brand image of Kahve Dünyası shows discrepancies depending on the personal characteristics of the students is explained. In the second part, the concepts of personality and personality characteristics and in the third part corporate brand image are analysed. In the fourth part, the research methodology is given. In the five part, analysis applications and results are presented. The last part presents the evaluation upon the results.

2. Personality Characteristics and Five Factors Theory

There are numerous studies on the development of personal characteristics such as Neo- Freudian Theory, Socio-psychoanalytic Theory, Gestalt Theory, Stimulus-Response Theory, Cognitive Theory and Trait Theory. Neo-Freudian Theory considers social interactions as the core of personality formation and development and argues that these interactions have a vital effect on the individuals' feelings, perceptions and behaviours. The idea in launching numerous products in line with this theory stems from the logic of individuals' social acceptance and/or appreciation. Trait Theory provides a quantitative approach to personality studies. This theory advocates the idea that individual personality is made up of certain features called characteristics and states that these characteristics differentiate individuals from one another. Trait theory generally tries to assess purchasing behaviours of customers upon a more realistic point of view (Sarker *et al.* 2013).

Allport and Odbert carried out a study on the terms in English dictionary about personality and in this study they included all the terms that differentiate human behaviours from others creating a catalogue of 18.000 words about personality which were presented in four lists in alphabetic order (Allport & Odbert 1936). Cattell, applying factor analysis on this list, came up with a new list involving 16 basic personality traits. These studies of Cattell's gave rise to the development of Five Factors Model (Deniz & Erciş 2008, Cattell 1946). Cattell's 16 personality traits is a scale used to determine adult individuals' personality traits. Cattell's multi-level personality theory put across the major traits primarily to define individual personality differences at a basic level. Afterwards, in order to determine personality structure at an upper level, he subjected these major traits to factor analysis and came up with the original five factor model (Cattell & Mead 2008). Also, Fiske studied on Cattell's scale and supported the idea that personality traits could be grouped under five basic dimensions: extraversion, agreeableness, emotional stability, openness to experience and conscientiousness (Digman 1996).

On the other hand, in his study conducted to develop a classification for personality research as an applicable logical base, Norman acquired clear and lasting evidence for operability of five basic personality traits factors that are extraversion, agreeableness, conscientiousness, emotional stability and openness to experience (Norman 1963). The terms used to explain these factors are as follows: for "extraversion" active, social, natural, carefree, passionate, ego, talkative, assertive and energetic; for "agreeableness" well-natured, gentle, generous, easy-going, tolerant, kind, devoted, sincere, honest, cooperative, trustworthy, critical, scormer, hostile, dogmatic and distrustful; for "conscientiousness"; neat, responsible, elegant, formal, visionary, mature, thrifty, solid, inconsistent, rebel and radical; for "emotional stability" calm, serene, stoic, firm, stable, insensitive, concerned, nervous, passive and immature; for "openness to experience" knowledge, intellectual, creative, free, idea, arts, master, skilled, restricted, invisible, dull and ignorant (John & Srivastava 1999, Goldberg 1990).

"Five Factors Theory" is one of the most commonly used theories in assessing personality traits (McCrae & Costa 1987, Chernyshenko 2003, Bakker *et al.* 2002, Goldberg 1981, Manga 2004, Furnham 1997, McDaniel & Grice 2005). This theory presents a holistic framework to summarize individualistic differences at as wide a level as possible (Baumgartner 2002). It has enabled to conduct effective research and to establish theories as well as pioneering a descriptive classification with causative and dynamic terms (John & Srivastava 1999).

3. Corporate Brand Image

Corporate brands require a powerful management approach and intra-corporate factors are handled with a greater attention. Especially the employees have a crucial role in forming and maintaining a corporate brand (Harris and Chernatony 2001). A powerful brand image not only improves customers' interaction with the corporate and perceptions about the service delivery process (Gautam 2011) but also contributes to the business's financial performance (Roberts & Dowling 2002).

Corporate brand image comprises of current cognitive perceptions about the corporate brand known by individuals and groups (Balmer 2001) and is mainly assessed with intangible and business characteristics (Ruyter & Wetzels 2000). Business administrators are quite sensitive to corporate brand image in terms of sustainability of corporate brand and increasing its value. Corporate brand image is important in determining business strategies due to acceptance tendency for the business or deviation from the business. Most businesses use corporate advertisements, public relations and other marketing communication elements in the management of corporate brand image (Hatch *et al.* 2001). Hung (2008) argues that perception of public relations operations of businesses by customers with a high value is effective in developing a corporate brand image. Especially in an intense competition environment, corporate brand image is indicative of success for service businesses (Hung 2008). Corporate brand image is also effective on the value perceived by customers, their satisfaction and loyalty

(Tu *et al.* 2013). In this way, businesses can come up with such strategies that yield higher values for themselves (Rahman 2012).

While assessing corporate brand image, five main points are emphasized as service delivery, location of the business, corporate social responsibility, overall impression and employees (Bravo *et al.* 2010).

As the first of the main dimensions in developing a corporate brand image, service delivery is crucial for businesses in gaining competitive advantage. Businesses that achieve efficiency by satisfying customers' needs and demands with appropriate product delivery pursue the opportunities of launching a product range to raise their performance by increasing their profitability in line with their resources rather than focusing on a single product (Öztürk 2005). Also, delivering credible and sound products to customers enables customers to prefer that business (Doğan *et al.* 2003) and increase their loyalty to that business (Baltberg 2001).

As the second dimension in developing a corporate brand image, business location is effective on the level and rate of meeting customers' demands and needs. A convenient location, easy access and vicinity to service deliverer all affect corporate brand image perceptions of customers (Bravo *et al.* 2010).

Social responsibility programs of the corporate are the third dimension in assessing the customers' perceptions about corporate brand. Corporate social responsibility is conducted through developing the society's life quality via donating business resources and voluntary activities (Kotler *et al.* 2012).

Four elements (economic, legal, ethical and philanthropy) stand out in developing corporate social responsibility. Businesses aim profit through product delivery that meets customers' needs and demands. In this respect, businesses can secure their place in the sector as a successful business by raising their profitability and achieving competitive advantage. Legal responsibilities of businesses are conducting their activities according to the laws and regulations determined by states and local authorities and being acknowledged as a decent corporate citizen. Such responsibilities of businesses as honesty, justice and ethics, although their borders aren't drawn precisely by law, describe those activities forbidden or expected by the society. Businesses bearing successful corporate citizen identity need to adopt the ethical norms existing in the society, having recently appeared and changing in time. Expectation of the society from the business is its being such a corporate citizen that is successful and aware of its responsibilities. Businesses should carry out their philanthropy responsibilities through their assistance in such areas as arts, education, sports, etc. and participate in voluntary projects that will improve the life quality of the society (Carroll 1991). Businesses that give more importance to corporate social responsibility activities acquire more opportunities to develop the customers' attitudes towards their brands (Barnes, 2011). The most efficient strategy for corporate brands to distinguish themselves from their rivals is taking on social responsibility projects to sort out social problems; thus, corporate brands can achieve awareness in the society and raise their corporate brand images (Virvilaite & Daubaraite 2001, Özdemir 2009). The fourth dimension in developing corporate brand image is overall impression comprising of the prestige of the business, honesty in its activities, fulfilling what is promised to customers (Bravo *et al.* 2010).

The last dimension in developing corporate brand image is the employees. Professionalism of employees affects service quality. Also, such interactive skills of employees as politeness, positive attitudes and benevolence are vital in customers' forming a tight relation with the corporate (Öztürk 2006). Customers want to trust in the businesses whose deliveries they utilize. When they feel that the employees sincerely care about their interest, their confidence in that business will rise (Geller 2003). Developing a relation between employees and customers upon trust will enable achieving customer satisfaction (Mercedes *et al.* 2004)

4. Research Methodology

Defined as characteristic traits that explain an individual's behaviours under different circumstances and distinguish an individual from another, personality is effective in customers' assessment of products and brands and in purchasing process. With this respect, based on the perception of corporate brand identity by customers, corporate brand image also differ from one individual to another depending on personal traits. This study aims to try to explain assessments about corporate brand image of Kahve Dünyası according to personal traits of customers.

Corporate brand image depends on mental perceptions of customers. The fact that customers have different experiences about corporate brand causes corporate brand image to show discrepancies among individuals (Hung 2008). Corporate brand image is in accord with a customer's own image. If the image a customer has about a brand is in line with the image one desires for themselves, his/her attitudes towards that brand will be positive. This perception depends on assessment of corporate brand image with a holistic approach in terms of product users and their characteristics (O'Cass & Grace 2004).

Depending on this theoretical basis, a research model involving assessment of corporate brand image according to different personality traits was developed and is presented in Fig.1.

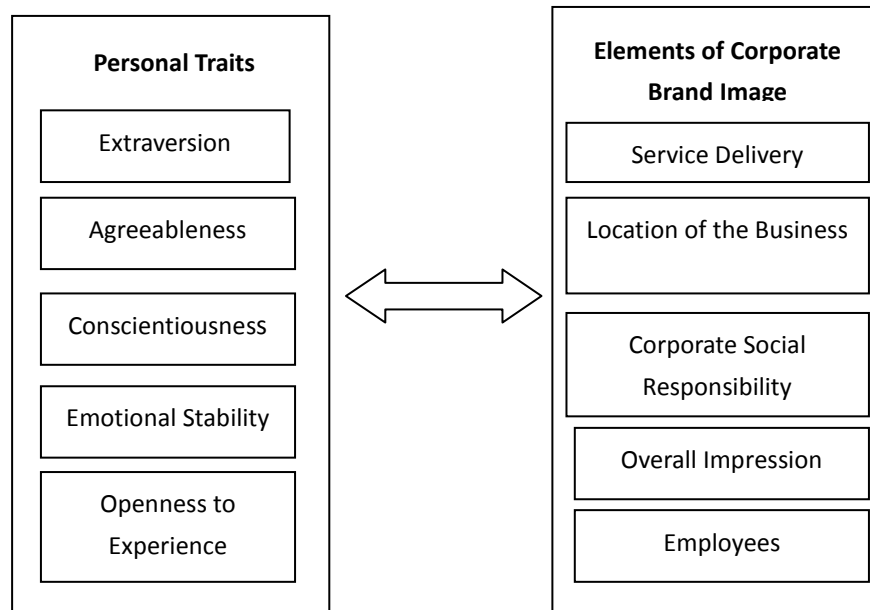


Fig. 1: Research Model in This Study

The hypotheses determined according to this research model are given below.

The hypotheses about the relations between personality traits and service delivery in developing corporate brand image are as follows:

H₁: There is a significant relation between “extraversion” personality trait and service delivery in developing corporate brand image.

H₂: There is a significant relation between “agreeableness” personality trait and service delivery in developing corporate brand image.

H₃: There is a significant relation between “conscientiousness” personality trait and service delivery in developing corporate brand image.

H₄: There is a significant relation between “emotional stability” personality trait and service delivery in developing corporate brand image.

H₅: There is a significant relation between “openness to experience” personality trait and service delivery in developing corporate brand image.

The hypotheses about the relations between personality traits and location of the business in developing corporate brand image are as follows:

H₆: There is a significant relation between “extraversion” personality trait and location of the business in developing corporate brand image.

H₇: There is a significant relation between “agreeableness” personality trait and location of the business in developing corporate brand image.

H₈: There is a significant relation between “conscientiousness” personality trait and location of the business in developing corporate brand image.

H₉: There is a significant relation between “emotional stability” personality trait and location of the business in developing corporate brand image.

H₁₀: There is a significant relation between “openness to experience” personality trait and location of the business in developing corporate brand image.

The hypotheses about the relations between personality traits and corporate social responsibility in developing corporate brand image are as follows:

H₁₁: There is a significant relation between “extraversion” personality trait and corporate social responsibility in developing corporate brand image.

H₁₂: There is a significant relation between “agreeableness” personality trait and corporate social responsibility in developing corporate brand image.

H₁₃: There is a significant relation between “conscientiousness” personality trait and corporate social responsibility in developing corporate brand image.

H₁₄: There is a significant relation between “emotional stability” personality trait and corporate social responsibility in developing corporate brand image.

H₁₅: There is a significant relation between “openness to experience” personality trait and corporate social responsibility in developing corporate brand image.

The hypotheses about the relations between personality traits and overall impression in developing corporate

brand image are as follows:

H₁₆: There is a significant relation between “extraversion” personality trait and overall impression in developing corporate brand image.

H₁₇: There is a significant relation between “agreeableness” personality trait and overall impression in developing corporate brand image..

H₁₈: There is a significant relation between “conscientiousness” personality trait and overall impression in developing corporate brand image.

H₁₉: There is a significant relation between “emotional stability” personality trait and overall impression in developing corporate brand image.

H₂₀: There is a significant relation between “openness to experience” personality trait and overall impression in developing corporate brand image.

The hypotheses about the relations between personality traits and employees in developing corporate brand image are as follows:

H₂₁: There is a significant relation between “extraversion” personality trait and employees in developing corporate brand image.

H₂₂: There is a significant relation between “agreeableness” personality trait and employees in developing corporate brand image..

H₂₃: There is a significant relation between “conscientiousness” personality trait and employees in developing corporate brand image.

H₂₄: There is a significant relation between “emotional stability” personality trait and employees in developing corporate brand image.

H₂₅: There is a significant relation between “openness to experience” personality trait and employees in developing corporate brand image.

The population of the study was composed of 38,316 students of Dumlupınar University in Kütahya during 2013-2014 academic period. Considering time and cost, sampling method was chosen and simple random sampling was used. Since the number of the students comprising the population was 38.316, taking p=0.5, q=0.5, d=0,10 and z=1,96, with the help of equation no (1), the sampling size was determined as 96 students (Işık 2006).

$$n = \frac{Nz^2 pq}{Nd^2 + z^2 pq} \quad (1)$$

Survey method was used while gathering the data and the questionnaires were conducted using face to face survey method. Within a month, sufficient sampling size was obtained by gathering total 280 survey forms. The questionnaire had three parts. In the first part, there were expressions to determine the customer personality traits of the participants (McCrae & Costa 1987, Norman 1963, Goldberg 1990). The second parts involved expressions to reveal the corporate brand image perceived by customers about Kahve Dünyası (Bravo *et al.* 2010). The last part had questions to determine the demographic characteristics of the participants.

The questionnaire had 5 Likert type scale with the following expressions; (1) Certainly Disagree, (2) Disagree, (3) Undecided, (4) Agree, (5) Certainly Agree. The answers of the students were analysed using SPSS 15.0 for Windows. Previously, the questionnaire had been conducted on 30 sample units and reliability of the questionnaire was established. As a result of reliability analysis, Cronbach Alpha was found % 85.4, which showed that the questionnaire was strongly reliable and so the procedure proceeded. As a result of reliability analysis conducted on 280 forms, Cronbach Alpha was found % 90.5 and again it was determined that the questionnaire was strongly reliable. Assessments of customers about the corporate brand image of Kahve Dünyası according to their demographic and personal characteristics were analysed using t-test, variance analysis and Welch test.

5. Research Findings

5.1. Correlation Analysis Between Customer Personality and Corporate Brand Image Dimensions

Table 1 shows the correlation analysis of the relation between personality characteristics of customers of Kahve Dünyası and corporate brand image dimensions. The correlation values between customer personality characteristics and corporate brand image dimensions in the table shows significant relations at p<0.01 and p<0.05 significance levels.

Table 1. Correlation Values between Customer Personality Characteristics and Corporate Brand Image Factors

	Service Delivery	Location of the Business	Corporate Social Responsibility	Overall Impression	Employees
Extraversion	0,264** (p<0,01)	0,312** (p<0,01)	0,274** (p<0,01)	0,300** (p<0,01)	0,241** (p<0,01)
Agreeableness	0,119* (p<0,05)	0,201** (p<0,01)	0,266** (p<0,01)	0,223** (p<0,01)	0,192** (p<0,01)
Conscientiousness	0,214** (p<0,01)	0,228** (p<0,01)	0,194** (p<0,01)	0,282** (p<0,01)	0,174** (p<0,01)
Emotional Stability	0,207** (p<0,01)	0,178** (p<0,01)	0,177** (p<0,01)	0,235** (p<0,01)	0,140* (p<0,05)
Openness to experience	0,224** (p<0,01)	0,235** (p<0,01)	0,275** (p<0,01)	0,281** (p<0,01)	0,197** (p<0,01)

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

5.2. Correlation Findings Between Corporate Brand Image Factors

In the study, the following five sub-dimensions in establishing corporate brand image were analysed: service delivery, location, corporate social responsibility policies, overall impression and employees of the business. Table 2 shows the correlation analysis between corporate brand image and five sub-dimensions effective in forming this image.

Analysing the relations between corporate brand image dimensions and corporate brand image in Table 2, a positive significant relation is seen at the highest level between “corporate brand image” and “overall impression” ($r=0.889$; $p<0,01$). On the other hand, other positive relations at high levels are between “corporate brand image” and “corporate social responsibility” ($r=0.828$; $p<0,01$), between “corporate brand image” and “employees” ($r=0.793$; $p<0,01$), between “corporate brand image” and “service delivery” ($r=0.770$; $p<0,01$), and between “corporate brand image” and “location” ($r=0.757$; $p<0,01$).

Table 2. Correlation Values between Corporate Brand Image Factors

	Service Delivery	Location of the Business	Corporate Social Responsibility	Overall Impression	Employees
Location of the Business	0,535** (p<0,01)				
Corporate Social Responsibility	0,501** (p<0,01)	0,584** (p<0,01)			
Overall Impression	0,612** (p<0,01)	0,570** (p<0,01)	0,680** (p<0,01)		
Employees	0,465** (p<0,01)	0,377** (p<0,01)	0,594** (p<0,01)	0,733** (p<0,01)	
Corporate Brand Image	0,770** (p<0,01)	0,757** (p<0,01)	0,828** (p<0,01)	0,889** (p<0,01)	0,793** (p<0,01)

**Correlation is significant at the 0.01 level (2-tailed)

5.3. t-Test, Variance Analysis and Welch Test Findings of The Assessments of Customers About Corporate Brand Image and Its Dimensions According to Gender and Income

Whether there is a difference between the assessments of customers about corporate brand image and its dimensions in terms of gender and income was analysed using t-test, variance analysis and Welch test and the findings are presented in Table 3.

Table 3. Arithmetic means, t-test, variance analysis and Welch test values of corporate brand image and its dimensions according to customer gender and income.

	Service Delivery	Location of the Business	Corporate Social Responsibility	Overall Impression	Employees	Corporate Brand Image
Gender						
Female	3.98	4.03	3.70	3.94	3.69	3.87
Male	3.88	3.84	3.64	3.76	3.50	3.72
t-Test	-0.99	-1.97	-0.68	-1.82	-1.74	-1.83
(p-value)	(0.31)	(0,04)	(0.49)	(0.06)	(0.08)	(0.06)
Income						
0-499	4.01	3.97	3.73	3.95	3.75	3.88
500-999	3.88	3.92	3.64	3.79	3.51	3.75
1000-1499	3.75	3.90	3.51	3.62	3.29	3.62
1500-1999	4.25	4.00	3.87	4.00	4.25	3.87
2000+	4.18	4.02	3.90	4.15	3.84	4.02
F-Test	1.19	0.11	0.73**	2.04	2.61	1.70
(p-value)	(0.31)	(0.97)	(0.59)	(0.08)	(0.03)	(0.14)

**Since Levene test result is $p < 0.05$, Welch test values are taken into account.

Analysis of the values of the t-test carried out to determine whether corporate brand image and its dimensions show discrepancies according to customer gender and income shows that service delivery ($t = -0.99$; $p > 0,05$), corporate social responsibility ($t = -0.68$, $p > 0,05$), overall impression ($t = -1.82$; $p > 0,05$), employees ($t = -1.74$; $p > 0,05$) and corporate brand image ($t = -1.83$; $p > 0,05$) do not show any difference according to customer gender. However, location of the business ($t = -1.97$; $p < 0,05$) is determined to show difference according to customer gender. This intergroup difference stems from the difference in their arithmetic means. Sensitivity of female (mean=4.03) to the location of the business is more than sensitivity of male (mean=3.84).

As a result of variance analysis conducted to determine whether there is a difference between corporate brand image and its dimensions according to customer income, service delivery ($F = 1.19$; $p > 0,05$), location ($F = 0.11$; $p > 0,05$), overall impression ($F = 2.04$; $p > 0,05$) and corporate brand image ($F = 1.70$; $p > 0,05$) do not show any difference in terms of customer income levels. Nevertheless, assessments about employees are determined to show difference according to customer income level. It is seen that compared to the other income groups, those with income between 1500-1999 Liras (₺-Turkish lira) have higher perceptions about employees. Also, the Welch Test results about corporate social responsibility ($p > 0.05$) show no difference among groups.

5.4. Findings of t-Test Between Customer Personality and Corporate Brand Image dimensions

Table 4 shows the t-test conducted to determine the relation between each customer personality trait and corporate brand image dimensions.

Table 4. Values of T-test between Customer Personality and Corporate Brand Image Dimensions

	Service Delivery	Location of the Business	Corporate Social Responsibility	Overall Impression	Employees
Extraversion	-4.524 ($p < 0,05$)	-4.746 ($p < 0,05$)	0.646 ($p > 0,05$)	-3.189 ($p < 0,05$)	1.773 ($p > 0,05$)
Agreeableness	-3.535 ($p < 0,05$)	-3.758 ($p < 0,05$)	1.722 ($p > 0,05$)	-2.234 ($p < 0,05$)	2.706 ($p < 0,05$)
Conscientiousness	-1.996 ($p < 0,05$)	-2.101 ($p < 0,05$)	2.922 ($p < 0,05$)	-0,602 ($p > 0,05$)	3.763 ($p < 0,05$)
Emotional Stability	-7.046 ($p < 0,05$)	-6.988 ($p < 0,05$)	-2.088 ($p < 0,05$)	-5.875 ($p < 0,05$)	-0.714 ($p > 0,05$)
Openness to experience	-2.294 ($p < 0,05$)	-2.398 ($p < 0,05$)	2.932 ($p < 0,05$)	-0.864 ($p > 0,05$)	3.704 ($p < 0,05$)

Table 4 shows that while a significant relation exists between extraversion personality trait and service delivery, location and overall impression ($p < 0,05$), no statistically significant relation exists between extraversion personality trait and corporate social responsibility and employees ($p > 0.05$). This result emphasizes that service delivery, location and overall impression of the business are important for the customers with extraversion personality trait while developing corporate brand image. The data make us accept the hypotheses H_1 , H_6 and H_{16} and reject the hypotheses H_{11} and H_{21} .

Secondly, while a significant relation is seen between agreeableness personality trait and service delivery, location, overall impression and employees of the business ($p < 0,05$), no statistically significant relation exists between agreeableness personality trait and corporate social responsibility ($p > 0.05$). This result explains that service delivery, location, overall impression and employees of the business are important for the customers with

agreeableness personality trait while developing corporate brand image. According to t-test results, while the hypotheses H_2 , H_7 , H_{17} and H_{22} are accepted, hypothesis H_{12} is rejected.

Also, while a significant relation is seen between conscientiousness personality trait and service delivery, location, corporate social responsibility and employees of the business ($p < 0,05$), no statistically significant relation exists between conscientiousness personality trait and overall impression ($p > 0,05$). These test results reveal that service delivery, location, corporate social responsibility and employees of the business are important for the customers with conscientiousness personality trait while developing corporate brand image. According to t-test results, while the hypotheses H_3 , H_8 , H_{13} and H_{23} are accepted, hypothesis H_{18} is rejected.

On the other hand, while a significant relation is seen between emotional stability personality trait and service delivery, location, corporate social responsibility and overall impression of the business ($p < 0,05$), no statistically significant relation exists between emotional stability personality trait and employees ($p > 0,05$). These test results show that service delivery, location, corporate social responsibility and overall impression of the business are important for the customers with emotional stability personality trait while developing corporate brand image. According to t-test results, while the hypotheses H_4 , H_9 , H_{14} and H_{19} are accepted, hypothesis H_{24} is rejected.

Finally, while a significant relation is seen between openness to experience personality trait and service delivery, location, corporate social responsibility and employees of the business ($p < 0,05$), no statistically significant relation exists between openness to experience personality trait and overall impression ($p > 0,05$). These test results show that service delivery, location, corporate social responsibility and employees of the business are important criteria for the customers with openness to experience personality trait while developing corporate brand image. According to t-test results, while the hypotheses H_5 , H_{10} , H_{15} and H_{25} are accepted, hypothesis H_{20} is rejected.

6. Conclusion

Personality is effective on the perceptions, attitudes and behaviours of customers towards a brand. Customers can be grouped under the following five personality traits: extraversion, agreeableness, emotional stability, openness to experience and conscientiousness. The fact that customers have different personality traits causes them to assess the corporate brand image and its dimensions (service delivery, location, corporate social responsibility, overall impression and employees) differently. T-test was conducted in the study on the customers of Kahve Dünyası to reveal the difference in the assessments of the customers about the corporate brand image of Kahve Dünyası and its dimensions according to their personal characteristics.

As a result of the analyses, it was determined that service delivery and location is important in developing corporate brand image according to each personal trait; corporate social responsibility dimension is important in developing corporate brand image for customers with emotional stability, openness to experience and conscientiousness; overall impression dimension is important in developing corporate brand image for customers with extraversion, agreeableness and emotional stability; and employees dimension is important in developing corporate brand image for customers with agreeableness, conscientiousness and openness to experience.

Accordingly, the test results show that customers have different personality traits and they assess corporate brand image dimensions differently. Whereas Kahve Dünyası has achieved success in developing a corporate brand image in service delivery and location in terms of personal characteristics, it has been assessed differently in the other dimensions. This result reveals that they should follow different strategies in their approaches to customers especially in terms of social responsibility policies, overall impression and employees' performance. Kahve Dünyası should pursue improvements in these three dimensions that will be perceived positively in terms of all customer personality traits. In terms of marketing communication, they should give messages bearing improvements in corporate social responsibility, overall impression and employees dimensions during their within-corporate and out of corporate interactions with customers. All in all, in order to improve customers' perceptions about corporate brand, it is revealed that businesses should develop strategies that are compatible with customer personality traits. Following such strategies that will improve corporate brand image of the business will provide it competitive advantage.

References

- Allport, G. W. & Odbert, H. S. (1936), "Trait-Names: Apsycho-lexical Study", *Psychological Monographs*, **47**, 24-30.
- Balmer, J.M.T. (2001), "Corporate Identity, Corporate Branding and Corporate Marketing", *European Journal of Marketing*, **35** (3/4), 257.
- Barnes, A. (2011), "Corporate Social Responsibility and Its Effects on Brand Trust", *A Thesis of Masters*, AUT Business School, 79.
- Baumgartner, H. (2002), "Toward A Personology of the Consumer", *Journal of Consumer Research*, **29**, 287.
- Blattberg, R. C., Gary G. & Jacquelyn S. T. (2001), *Customer Equity- Building and Managing Relationship as Valuable Assets*, Harvard Business School Press, Boston, 13-24.

- Bravo, R., Montaner, T. & Pina, J. M. (2010), "Corporate Brand Image in Retail Banking: Development and Validation of a Scale", *The Service Industries Journal*, **30** (8), 1119-1218.
- Bakker, A. B., Zee, K.I.V., Lewig, K. A. & Dollard, M. F. (2002), "The Relationship Between The Big Five Personality Factors and Burnout: A Study Among Volunteer Counselors", *The Journal of Social Psychology*, **135** (5), 1-19.
- Carroll, A. B. (1991), "The Pyramid of Corporate Sociak Responsibility: Toward the Moral Management of Organizational Stakeholders", *Business Horizons*, **34**, 39-48.
- Caspi, A., Roberts, B.W. & Shiner, R.L., (2005), "Personality Development: Stability and Change", *Annual Review of Psychology*, **56**, 453-484.
- Boyle, G., Matthews, G., & Saklofske, D. (2008), *Handbook of Personality Theory and Asseement, Personality Measurement and Testing*, SAGE Publications Ltd., (Chapter 7), 135-152.
- Chernyhenko, O. S. (2003), "Application of İdeal Point Approaches to Scale Construction and Scoring in Personality Measurement: The Development of a Six-Faceted Measure of Conscientiousness", *The Sciences and Engineering*, **63**(11), 5556.
- Chun, R. (2009), "A Corporate's Responsibility To Employees During A Merger: Organizational Virtue and Employee Loyalty", *Corporate Governance*, **9**(4), 473-483.
- Wiggins, J. S., (1996), *The Five-Factor Model of Personality- Theoretical Perspectives*, The Guilford Press, New York, 7.
- Doğan, Ö. İ., Marangoz, M. & Topoyan, M. (2003), "İşletmelerin İç ve Dış Pazarda Rekabet Gücünü Etkileyen Faktörler ve Bir Uygulama", *Dokuz Eylül Üniversitesi, Sosyal Bilimler Enstitüsü Dergisi*, **5**(2), 119.
- Erciş, A. & Erciş, A. (2008), "Kişilik Özellikleri İle Algılanan Risk Arasındaki İlişkilerin İncelenmesi Üzerine Bir Araştırma", *İktisadi ve İdari Bilimler Dergisi*, **22**(2), 303.
- Furnham, A. F. (1997), "Knowing and Faking One's Five-Factor Personality Score", *Journal of Personality Assessment*, **69**(1), 229-243.
- Gautam, V. (2011), "Investigating the Moderating Role of Corporate Image in the Raelationship between Perceived Justice and Recovery Satisfaction: Evidence from Indian Aviation Industry", *International Review of Management and Marketing*, **1**(4), 74-83.
- Geller, L. (2003), *Karlı Doğrudan Pazarlama*, Çev: Osman Cem Öner toy, Sistem Yayıncılık, İstanbul, 231.
- Goldberg, L. R. (1981), "Language and Individual Diffrences: The Search for Universals in Personality Lexicons", *Review of Personality and Social Psychology*, **2**,141-165.
- Goldberg, L. R. (1990), "An Alternative Description of Personality: The Big-Five Factor Structure", *Journal of Personality and Social Psychology*, **59**(6), 1216-1229.
- Hatch, M. J. & Schultz, M. (2003), "Bringing The Corporation into Corporate Branding", *European Journal of Marketing*, **37**(7/8), 1041-1064.
- Harris, F. & Chernatony, L., (2001), "Corporate Branding and Corporate Performance", *European Journal of Marketing*, **35**(3/4), 441-453.
- Hung, C. (2008), "The Effect of Brand Image on Public Relationship Perceptions and Customer Loyalty", *International Journal of Management*, **25**(2), 237-240.
- John O.P. & Srivastava, S. (1999), The Big-Five Trait Taxonomy: History, Measurement and Theoretical Perspectives, in Handbook of Personality: Theory and Research, L.A. Pervin & O.P. John, Eds. New York: Guilford Press, 105.
- Işık A. (2006), *Uygulamalı İstatistik I*, Beta Basım Yayım Dağıtım AŞ., İstanbul, 328.
- Keller, K. L. (2003), *Stratejik Brand Management: Building, Measuring and Managing Brand Equity*, Prentice Hall, USA, 413.
- Kotler, P., Hessekiel, D. & Lee, R. N. (2012), *Good Works! Marketing And Corporate Initiatives That Build A Better World...And The Bottom Line*, John Wiley&Sons Inc., Canada, 5.
- Manga, D., Ramos, F. & Moran, C. (2004), "Spanish Norms of the NEO Five-Factor Inventory: New Data and Analyses For Its Improvement", *International Journal of Psychology and Psychological Therapy*, **4**(3), 639-648.
- Marzo-Navarro, M., Pedraja- Iglesias, M. & Rivera- Torres, M. P. (2004), "The Benefits of Relationship Marketing For The Consumer and For The Fashion Retailers", *Journal of Fashion Marketing and Management*, **8**(4), 429-434.
- McCrae, R.R. (2001), "Trait Psychology and Culture: Exploring Intercultural Comparisons", *Journal of Personality*, **69**(6), 819-846.
- McCrae, R.R. & Costa, P.T. (1989), "Reinterpreting the Myers-Briggs Type Indicator From The Perspective of the Five-Factor Model of Personalıy", *Journal of Personality*, **57**(1), 17-40.
- McCrae, R.R. & Costa, P.T. (1987), "Validation of the Five-Factor Model of Personality Instruments and Observers", *Journal of Personality and Social Psychology*, **52**(1), 81-90.
- McDaniel, B. L. & Grice, J. W. (2005), "Measuring Self-Discrepancies On The Big Five Personality Traits With The Repertory Grid", *Personal Conctruct Theory &Practice*, **2**, 18-28.

- Norman, W. T. (1963), "Toward an Adequate Taxonomy of Personality Attributes: Replicated Factor Structure in Peer Nomination Personality Ratings", *The Journal of Abnormal and Social Psychology*, **66**(6), 574-583.
- O'Cass, A. & Grace, D. (2004), "Exploring Consumer Experiences with a Service Brand", *Journal of Product & Brand Management*, **13**(4), 261.
- Okay, A. (2005), *Kurum Kimliği*, MediCat Kitapları, İstanbul, 245.
- Özdemir, H. (2009), "Kurumsal Sosyal Sorumluluğun Marka İmajına Etkisi", *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, **15**, 57-69.
- Öztürk, S. A. (2006), *Hizmet Pazarlaması*, Ekin Kitapevi, 87-88.
- Öztürk, S. A. (2005), *Hizmet Pazarlaması*, Ekin Kitapevi, 50-51.
- Rahman, M. S. (2012), "Service Quality, Corporate Image and Customer Satisfaction Towards Customers Perception: An Exploratory Study on Telecom Customers in Bangladesh", *Business Intelligence*, **5**(1), 56-62.
- Roberts, P. & Dowling, G. (2002), "Corporate Reputation and Sustained Superior Financial Performance", *Strategic Management Journal*, **23**, 1077-1090.
- Ruyter, K. & Wetzels, M. (2000), "The Role of Corporate Image and Extension Similarity in Service Brand Extensions", *Journal of Economic Psychology*, **21**, 643.
- Sarker, S., Bose, T. K., Palit, M. & Haque, E. (2013), "Influence of Personality in Buying Consumer Goods-A Comparative Study Between Neo-Freudian Theories and Trait Theory Based on Khulna Region", *International Journal of Business and Economics Research*, **2**(3), 43-44.
- Tu, Y. T., Li, M. L. & Chih, H. C., (2013), "An Empirical Study of Corporate Brand Image, Customer Perceived Value and Satisfaction on Loyalty in Shoe Industry", *Journal of Economics and Behavioral Studies*, **5**(7), 469-478.
- Virvilaite, R. & Daubaraitė, U. (2011), "Corporate Social Responsibility in Forming Corporate Image", *Inzinerine Ekonomika-Engineering Economics*, **22**(5), 534-543.
- Vural, Z.B.A., (2005), *Kurum Kültürü*, 2. Baskı, İletişim Yayınları, İstanbul, 179-186.

Habibe Yelda Şener was born in Çanakkale, Turkey, in 1978. The author wrote "Comparison of EU and Turkish Insurance Sectors and Statistical Analysis of Turkish Insurance Sector" Master's Thesis In 2002 And "A Suggestion for A Model to Increase Customer Value in Bancassurance" Doctorate Thesis in 2010. Working at Dumlupınar University, Kütahya Vocational School of Social Sciences since 2004, where she was an Assistant Professor, became an Associate Professor in 2012. She has studies on brand management, symbolic consumption, customer satisfaction, mouth to mouth communication and agricultural marketing.

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:
<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

