The Relationship of Personality Traits and Demographic Characteristics with the Performance of Samsung Mobile Phones Brand

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Abstract

Various internal and external factors have influence on the consumers' behavior among which personality and demographic characteristics fall into the first category. Classification of consumers based on common personality traits is one of the methods used in marketing. The current research aimed to investigate the relationship of personality traits and demographic characteristics with the performance of Samsung mobile phone brand at mobile phone market in Mashhad. To do so, 384 of those customers who were in market were sampled. NEO five-factor inquiry about personality traits will be the technique of information-gathering. In order to analyze the research data using SPSS statistic program, indices and statistic tests in terms of mean, standard deviation and Pierson's correlation coefficient were used. Findings resulted from the correlation test proved that there is a positive correlation between brand performance and personality traits such as extraversion and conscientiousness and between brand performance and level of income, as well.

Keywords: Personality traits, demographic characteristics, brand performance

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Introduction

The concept of marketing refers to the fact that Industry is not just the process of producing goods, but it is the process of satisfying customers. It is not the patent, raw materials or selling skill that develops an industry, but customers' needs do so. An organization survival would be guaranteed if it was able to meet customers' needs and demands by mutual understanding which shows the importance of studying customers' behavior (Ghassemifar, Imantalab, 2011). Various studies on consumers' behavior indicated that personality traits are of most important factors in consumers' manner of buying (Hawkins, 2001).

Personality refers to a set of traits or characteristics that demonstrate a person's behavior. Such characteristics include mentality, personal feelings, viewpoints, way of thinking and many other habits (Behzad Jezi, 2008). Personality traits are those characteristics appearing on different occasions, having relative stability and deferring from person to person (Nazarpoor, 2005). These characteristics consist of five aspects as follows: extroversion, neuroticism, openness, consciousness and agreeableness. According to many of researchers these five aspects play a crucial role in consumers' decision-making process, behavior and finally their manner of buying (Grubb 1967). As a result personality could be useful in analyzing consumers' behavior when selecting and buying most of goods and specific marks. Coffee producers, for instance, have come to the conclusion that those who consume lots of coffee are socially more active.

Similarities between personality traits of a person and a specific brand indicate the affinity between psychological and emotional aspects among individuals. Brands and their consumers can be associated and interdependent. Those brands which are able to recognize decisive factors in customers' behavior and have managed to meet their customers' needs may be as competitive and stable at the market as others and operate more efficiently in today's increasingly competitive environment (Ghasemifar and Imantalab, 2011).

A brand should be commensurate with the personality of target customers. Consumers generally tend to use brands associated with their character traits (Black[1], 1989). One of brand managers' concerns is that they want to find out that to what extent brand associates with customers' character traits, or learning of that would help to improve brand performance.

Discussing about brands two main questions often come to mind: "What factors make brand gain power?" and "How can we create a powerful brand?"(Bathaei, 2012). Once again, the broad conception of brand performance is presented here to answer these questions. Thus being aware of brands dimension and features of their performance, managers would be able to adopt more effective strategies (Hassani and Bazargani and Ghadirinia, 2013).

According to Wong, H. & Merilees (2008). The success rate of brands at the market showing the performance of brand evaluated based on three criteria as follows: brand loyalty, brand identity and brand image.

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Brand loyalty

Loyalty to brand means the tendency to always buy a particular brand and the reason for such behavior is an internal process. In other words, the tendency to always buy a particular brand is not intentional, but results from psychological, emotional and normal factors. Meller J. J., Hansan T., (2006). Aaker defines loyalty to brand as "customers' interest to buy a particular brand".

Brand awareness

Brand awareness refers to forming strong bonds in the human mind enabling customers to recognize a particular brand under different circumstances and remember it if necessary. Keller, K. L. (1999). According to Aaker (1991) definition of brand awareness would be given in terms of customers' ability to recognize a brand and associate it with a certain product (need), Sun, Lucia (Bongran). &. Ghiselli, Richard F. (2010), to the extent that cause the brand to be purchased. Studies have shown that continual advertising of the brand is an effective way to help the identification of the brand, but better remembering of a brand demands a correlation between the brand and features of customers' mind Keller, K.L. (1999).

Brand image

The purpose of marketing is to create an image of brand or spice it up so that attract people. Consumers should have a clear picture of the brand features in their minds (Rahimnia and Fatemi, 2012). Such features might be as follows: quality, speed, low price, high price and variety. Actually, image is a combination of what consumers think that they know about your company, product and brand (Cuttler and Armstrong, 2004).

In order to investigate the relation between personality traits and brand performance this research uses personality traits described by five-factor model evaluating five types of personality traits as neuroticism, extroversion, openness, agreeableness and conscientiousness.

Methodology

In this study, research methodology is descriptive and its type is correlational. Statistical population in the current research is infinite and selected from 384 customers of Samsung brand at mobile phones market in Mashhad employing Cochran formula and convenience sampling. The research involves collecting data from above-mentioned samples using five-factor inquiry and researcher-made inquiry about brand performance.

Shortened form of NEO five-factor inquiry is a twenty-question inquiry conducted in order to evaluate the five personality traits, including extroversion, neuroticism, openness, conscientiousness and agreeableness. Brand performance inquiry consists of three scales as follows: brand loyalty, brand awareness and brand image, and its Cronbach's alpha value is 89%.

Findings

In this part we apply descriptive and deductive analyses to suggested hypotheses using SPSS statistical software. The number of men is 216 and for women it is 168. People under the age of 30 have the highest frequency, especially between 30-21 year old (50 percent). Also the highest frequency of education variable is attributed to diploma and B.A. (70.84 percent). Most of the people in the sample have an income of lower than 20 million Rials a year. In this research, most of the people in the sample are at the average level of loyalty, awareness, brand image and finally brand performance. The mean and variance of the brand performance are 40.06 and 86.06 respectively.

Correlation Coefficients and Level of Significance and Demographic characteristics are shown in table 1 and 2.

Table 1: Correlation between NEO personality traits and brand performance with its components

Agreeableness	Conscientiousness	Openness	Extroversion	Neuroticism	Variable	
0.422	0.203	0.295	-0.212	-0.372	Correlation coefficient	Brand loyalty
0.017	0.326	0.072	0.045	0.049	Level of Significance	Brand loyalty
0.129	0.277	0.168	0.575	0.326	Correlation coefficient	Brand Awareness
0.433	0.251	0.234	0.002	0.041	Level of Significance	Brand Awareness
0.468	0.026	0.081	-0.318	0.116	Correlation coefficient	Brand Image
0.012	0.624	0.421	0.043	0.669	Level of Significance	Brand Image
0.439	-0.029	0.175	-0.440	0.110	Correlation coefficient	Brand performance
0.034	0.715	0.324	0.007	0.685	Level of Significance	Brand performance

Table 2: Hypotheses Results

Hypothesis	Customers' Personality	Relative Variable	Correlation
1	Neuroticism	Performance of Samsung brand at mobile phone market in Mashhad.	N/A
2	Extroversion		Positive
3	Openness to new experiments		N/A
4	Conscientiousness		N/A
5	Agreeableness		Positive

With regard to tables 1 and 2, there is no correlation between brand performance and personality traits, including Neuroticism, Extroversion, Openness to new experiences and Conscientiousness. Therefore the first hypothesis, second, third and fourth will be rejected. There is a positive correlation between Agreeableness personality trait and brand performance, hence the fifth hypothesis will be confirmed.

Table 3: Correlation between Demographic characteristics and brand performance with its components

Level of income	Education	age	Sex	Variable	
0.235	-0.347	-0.234	0.098	Correlation coefficient	Brand loyalty
0.382	0.027	0.383	0.78	Level of Significance	
0.036	-0.087	0.184	-0.321	Correlation coefficient	Brand Awareness
0.021	0.749	0.495	0.042	Level of Significance	
0.365	0.244	-0.315	-0.402	Correlation coefficient	Brand Image
0.023	0.363	0.048	0.034	Level of Significance	
0.405	-0.269	-0.19	-0.385	Correlation coefficient	Brand performance
0.017	0.315	0.48	0.047	Level of Significance	

Table 4: Hypotheses Results

Hypothesis	Sociology	Relative Variable	Correlation
6	Sex	Mashhad City	Positive
7	Level of income		Positive
8	Education		N/A
9	Age		N/A

According to tables 3 and 4 there are negative and positive correlation between brand performance and sex alongside level of income respectively. Thus, the sixth and the seventh hypotheses are confirmed, and there is no correlation between brand performance and education alongside age, hence the eighth and the ninth hypotheses are rejected.

Discussion of results

According to the results of correlation test, which is one of the criteria for evaluating brand performance, there is a negative correlation between neuroticism personality and loyalty to Samsung brand. People with neuroticism suffer from feelings of guilt, envy,

anxiety, anger, and tend to be sensitive and emotional. These people, often uncertain in the process of decision-making, hold negative view of their experiences. In addition, these individuals feel fear about commitment while deciding.

Based on these findings, it is predicted that the neurotic consumer will pay attention to fewer brand names in order to get rid of the decision-making anxieties when shopping. Hence, they won't consider many options so as not to make the decision-making process lengthy and difficult, and since Samsung brand is one of top and popular brands at the market, loyalty of this group to this brand is stronger than others'. Also there is a negative relationship between openness to experience personality trait and brand awareness. Individuals with characters such as creative, curious, cooperative and rational are action-oriented and have aesthetic responses.

Armatas and Diehm's study shows that individuals who are open to new experiences have more tendencies to take risks in comparison with those who lack such a character(Armatas, Diehm, 2004)[4] ,hence a correlation exists between openness to new experiences and risk-taking. Therefore it can be expected that individuals who are open to new experiences have more tendency to discover new brand names and accept unconventional brand names. As Samsung brand is a well-known brand, existence of a negative relationship between awareness and openness to experience is natural.

There is a negative relationship between extroversion and age with loyalty to the brand of Samsung mobile phones, meaning that introverts are more loyal to the brand of Samsung mobile phones. And the lower the age of individuals the more loyal they are to the Samsung mobile phones. There is a positive relationship between agreeableness personality trait and brand loyalty. It means that with regard to the test results, agreeable individuals are loyal to the brand of Samsung mobile phones. And also a positive relationship exists between the level of income and loyalty.

The relationship of extroversion and neuroticism personality traits with brand awareness is positive. Extroverts are energetic, bold, talkative, warm, adventurer, enthusiastic and very self-confident. When it comes to making decision, extroverts spend less time compared with introverts. Thus, extroverts may consider few options to make quick buying decisions. Compared with introverts, extroverts tend to seek social situations thence may show more tendencies to brand names which are socially accepted. There exist a positive relationship between brand awareness and income, meaning that individuals in the test with high-level income have more brand awareness.

The relationship of extroversion personality trait and sex with brand image is negative. It means that in the sample under consideration introvert individuals and men have had a better idea of Samsung mobile phones brand. And the relationship of consciousness personality trait and the level of income with brand image are positive. Individuals with consciousness personality trait are assiduous, independent, self-organized, reliable, and careful-and-alert that means in sample under test individuals with consciousness and high-level income have better idea of Samsung mobile phones brand.

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