

Brand gender, brand personality and brand loyalty relationship

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Abstract: Brand personality, especially brand gender concepts are quite new in Turkey, therefore these concepts have not been used as a topic in research. The aim of this research is to shed light on the literature by emphasizing the relationship between brand personality, brand gender and brand loyalty.

This research is conducted to demonstrate the effects of brands loyalty on consumers in terms of gender and personality. Brand categories and brands are chosen in consideration of this aim. Questionnaire is responded face to face by 301 consumers and consumers' brand perceptions are investigated. Also, brand loyalty levels of the consumers are evaluated.

The data is analysed in IBM SPSS 21 (Statistical Package for Social Sciences). Results are analysed and reported with IBM SPSS 21 by using scientific methods. These methods are analysed with Independent T Test, One way ANOVA and Pearson Correlation.

Keywords: Brand, brand value, brand identity, brand personality, brand gender.

1 Introduction

In a developing and changing world, while competition conditions between companies are rapidly becoming difficult together with technological inventions and social trends, the concept of consumer satisfaction and loyal customers are essential for companies because of constant cash flow, long term consumption pattern and that they provide new customers. In this regard, new strategies are being developed depending on customer satisfaction which becomes crucial in customer relationship management and marketing in terms of strengthening relations with existing and potential customers. It is obvious that satisfaction is an important factor in forming customer loyalty.

Brand loyalty can be defined as customers' regular and consistent purchasing trend toward a specific brand or their tendency to buy products of a brand whose products they bought and used before or their positive approaches toward one or few brands in a product category. Purchasing repetition lies in the process of developing customer loyalty.

Since its emergence, brand personality has been an important research area for marketing and brand management (Haigood, 1999, p.10). Brand personality can be defined as harmonizing the products preferred by people and some personal characteristics. From this aspect, brand personality has a big influence on distinguishing a company among others and thus on giving it a distinctive position.

As another determinant, brand gender has become a key element which is developed together with brand personality. Theories of brand gender argue that people perceive that there is a perception of symbolic gender on products and this

situation plays a significant role on consumers' purchasing choices.

In this study, customers' brand loyalty, brand personality and brand gender relation will be examined through statistical analyses.

2 Personality

Personality is a collection of features that differentiates an individuality from another (Zel, 2000, p.325). Popularly, personality is defined as individuals' way of acting consistently under various environmental circumstances. Personality is a consistent and structured form of relation a person establishes with his/her internal and external environment and which distinguishes him/her from other people (Yelboğa, 2006, p.198).

In our day, brand personalities can be studied like characters (Zel, 2000, p.325). In one of his essays, Andreas Strebinger (2001) emphasized the opinion that customers' own personality characteristics play a big role in their brand choice (Strebinger, 2001, p.19-24).

According to Batra, Lehmann and Singh (1993), "Big 5" of personality are "Emotional unity, extroversion, culture, courtesy, consciousness, mind (Süss et al., 2005, p.10) (Ouwersloot, Tudorica, 2001, p.9). Above mentioned personality characteristics coincide with some of 5 basic aspects of brand personality Aaker put forward in 1997. For instance; Extroversion and Enthusiasm, Courtesy and Sincerity, Consciousness and Expertise complete each other (Ouwersloot, Tudorica, 2001, p.9).

3 Gender

Gender is a concept influencing buying behaviour in many ways. While biological, physical and psychological differences between men and women affect buying directly, masculine or feminine characteristics which salesmen attribute to products or which come into being in society themselves raise the significance of gender in this respect (Arnould et al., 2005, p.511).

Lots of psychologists treat masculinity and femininity as two different circumstances and emphasize that they can be seen as a phenomenon progressing independently from biological gender in individuals (Palan, Charles and Kiecker, 1999, p.64).

While masculinity characteristics are usually extrinsic and rational, femininity characteristics reveal themselves on the contrary (Pira and Elgün, 2004, p.529).

Brands can be feminine/masculine like humans therefore together with the change of consumption habits, products deemed masculine or feminine are being tried to be marketed in a way to make them attractive for both parties (Thompson, 2005, p.82).

4 Brand

Along with the Industrial Revolution, the concept of brand appears as an efficient tool which determines competitive capacity in an environment where it is only a matter of time for competitors to break into market with similar or even better products and where technology passes into other hands and becomes widespread in a short time and where

services and products resemble each other a lot (Korkmaz, 2000, p.27).

Brand is a collection of perceptions that envision in people's minds about products, services or the establishment itself (Eray, 1999, p.114).

Similar points are emphasized for the definitions of brand. Brand is name, word, sign, symbol and logos or combination of these which one or a group of producer(s) and/or seller(s) use to promote products or services and to differentiate them from competitors (Kotler, 1991, p.442). In one of his researches, Aaker mentions brand as a tool which is useful to differentiate an establishment's own brand from other establishments' services and products (Aaker, 2009, p.25).

According to the Legislative Decree on Protection of Trademarks, brand is defined as "providing that it ensures distinguishing the products and services of an enterprise from another's, all kinds of signs including people's names and especially words, figures, letters, numbers, forms or packages of products which can be shown as drawings or expressed in a similar way, published and reproduced." (No 556 KHK (public services commission), 1995, article 5).

From the point of consumers, brand is simplest way to recognize a product (Dereli and Bayksaoğlu, 2007, p.63). Product gains a different and special identity with brand. Consumers give new meanings to products thanks to brand (Odabaşı, 2009, p.146).

The brands having to make difference, fulfil it through "images". In other words, since substantial differences between products and establishments are diminishing gradually nowadays, lots of products, services and establishments give emotional "meanings" to their brands in order to shine amongst their competitors (Batı, 2007, p.4).

According to Aaker (1997), emotional bonds that brand creates approximate customers, producers, companies and all members of trade market each other and direct relationship management.

4.1 Brand identity

Brand identity gained importance in the beginning of 1990's (Gelder and Page, 2003, p.35). Uztuğ (2005, p.43) claims that brand identity can be evaluated as fundamental concept in the competitive environment of brand development and continuation of profitable growth. Creating a strong brand requires accurate and effective brand identity design and maintaining (Uztuğ, 2005, p. 43). Brand identity is a creative, stunning and fast guide for improvement. Thus, for an accurate brand identity below principles of the subject should be determined. These are (Elitok, 2003, p.45).

- (1) Define target consumers to monitor the business,
- (2) Define what you want, need, what you like,
- (3) Defining consumer identity profile,
- (4) Creating product range suitable to consumer profile.

The main difference between identity and image is image's being on the consumer side, identity's being on the sender (company) side (Uztuğ, 2005, p.44). Brand identity provides the brand with aim, mission and path to go. Halçınarlı, (2008, p.15) suggested that brand identity enables consumers to communicate with the brand. There is a similar situation between brand personality and brand image. Brand personality can help the differentiation of brand identity as a strategic tool (Uztuğ, 2005, p.44).

4.2 Brand image

Brand image is about an organization's brand personality's understanding by customers. It's the message of the brand and the consumer's interpretation and understanding of this message (Beğendik, 2006, p.105).

Brand image is the basic and one of the best known topics in relation to brand. It occurs as a result of the impression of consumers from variety of resources. These resources include many factors like, trying branded product, reputation of manufacturer, product packaging, brand name, used ad format and content, the media that the ad is presented (Akkaya, 1999, p.101).

Brand image is the consumers's perception of the brand (Erdil and Uzun, 2009, p.107). The consumers evaluate the brands based on the image they have, and accordingly they show a tendency to purchase (Odabaşı and Oyman, 2005, p.369). Correctly forwarded brand image both helps brand's better understanding by consumers and separates the brand from its competitors (Akkaya, 1999, p.104).

The key to creating a positive brand image in people's minds lies behind a special relationship-oriented marketing strategies (Keller, 2008, p.56).

5 Brand personality

Brand personality has been an important research area since the emergence of marketing and brand management for (Haigood, 1999, p.10). Aaker, J., defined brand personality as brand's association with different kinds of human characteristics (Aaker J.,1997, p.347). The business' branch, which is different from its competitors in the company's emotional, cognitive, and cultural values are seen as an important component. This allows company to take a different position compared to its competitors (Aaker A., 1990, p.27-41).

Brand personality is quite important as it provides a "soul" to a brand (Aaker, 1972, p.14). Brand personality is establishing a relationship between brand and the consumer (Aaker, 1997). Generally, consumers assign human characteristics to brands (Aaker, 1972, p.14). Basically, the concept of brand personality is based on the assumption that brands have human like characteristics and certain emotions (Uztuğ, 2005, p.41).

According to research, consumers take into consideration the situation that brands personalities and their own personalities have a harmony. Especially, with the product groups like the cars and clothes that have social use, brand personality has more effect on the consumer preference (Uztuğ, 2003, p.41). Brands have more complex structure than products. Nowadays, when people buy a product, they not only consider the functional properties of the product, but also, they buy the symbolic features of the brand that are associated with the symbolic properties of it (Aaker, 1997, p.348).

Baudrillard claims that, by using certain products contemporary people give messages of their own. Also, people can limit their relationships with certain social groups or feel themselves part of certain groups (Baudrillard, 1995, p.21).

5.1 Dimensions of brand personality

Brand personality has five main headings including sincerity, enthusiasm, craftsmanship, exclusivity and hardness (Tıgılı, 2003, p.68). Establishing a relationship and maintaining it is the basic key to success at every level and in every area of life. Recently, the understanding of continuation of relations with the masses of offered services has gained importance.

From brand's perspective, the relationship with the consumer is important in ensuring the continuity of the brand's own personality (Ar, 2004, p.66).

Jennifer L. Aaker designated brand dimensions as a result of the study that was conducted in 1997, in order to simplify the concept of brand personality and design measurement (Aaker J., 1997, p.351). Aaker's reliable and valid brand personality measurement consists of 42 features, it is used for the measurement of five dimensions and configuration of the brand. This measurement can be generalized in different product categories and it enables researchers to measure and compare the brands general symbolic usage and a specific product group symbolic usage (Tiğlı, 2003, p.68).

Aaker (1997) claims that there are five dimensions "sincerity, enthusiasm, craftsmanship, exclusivity, hardness" (Aaker, 1997, p.352). down to earth, honest, wholesome and cheerful adjectives belong to sincerity dimension; daring, spirited, imaginative, and up to date adjectives belong to enthusiasm dimension; reliable, intelligent and successful adjectives belong to craftsmanship dimension; upper class, and charming adjectives belong to exclusivity dimension; outdoorsy, tough adjectives belong to hardness dimension (Aaker J., 1997, p.354).

5.2 Aaker J.'s five dimensional brand personality model

Inspired by the Big Five Model of Personality in psychology, Aaker. J. has carried out a study in 1997 which is one of the scales for the identification of the brand. Based on the results of this research Aaker J. suggested five brand personality factors.

Even though, based on the theories of personality developed in many basic personality traits, the Five Factor Model has gained general acceptance and it is supported by other studies conducted in different countries and languages. This situation demonstrates that this model is not limited to English language (Somer, Korkmaz and Tatar, 2002, p.22).

Despite there are criticisms about this model, that it will not be applicable to different cultures and product categories, Aaker's brand personality model has been the most resounding model in the brand personality literature.

5.3 The process of creating brand personality

The most difficult and complicated side of creating a brand is personalizing the brand (Ar, 2004, p.59). A brand personality can be created by experiences with brand's direct or indirect links with its consumers (Ouwensloot and Tudorica, 2001, p.10). The first element that needs to be taken into consideration is which market does the brand appeal to and the target market. Also, consumers' preferences and likes needs to be analyzed (Güngör and Torlak, 2011, p.12).

In the process of creating brand personality, one of the most important topics is consumers' personalities (Yener, 2007, p. 49). According to Geuens et al. (2009) creating brand personality requires following steps:

- Choosing target market
- Defining the needs, likes and requests of consumers (target market)
- Creating a consumer personality profile
- Creating a brand personality that matches with this profile (Geuens et al. 2009, p.98).

When the suitable brand personality is created, it will be easier to impress the consumers (Dursun, 2009, p.90). A well-established brand personality increases consumer brand preference (Yılmaz, 2007, p.111).

6 Brand gender

The findings in Batra, Lehmann and Singh (1993) mentioned that the brand personality evolved in a similar manner with people, indicating that they are supportive of the theory (Kervinen, 2008, p.72). Brand gender is a concept that advances with brand personality. According to Grohmann (2008) masculinity and femininity are prevalent personality traits. These can be transferred to brand personality and brand features, and can be used by customers who connect with human nature in practice.

Previous researches that have been carried out on sexual identity and consumer behavior suggested that sexual identity plays an important role on consumer behavior (inYe and Robertson, 2012, p.83, Arnold and Fisher, 1994). Sirgy 1986 claimed that brand usage is compatible with consumer brand gender image. It is stated that, from brand's perspective gender identity can have a powerful effect on adaptation with strong gender (inYe and Robertson, 2012, Worth et al 1992).

In the context of the brand gender, Grohmann (2009) asserted that one should not rely on human personality qualities, which are masculinity and femininity. Instead of relying on this, a criterion is needed to measure the attributes of the brand in connection with gender. According to Grohman (2009) brand femininity and masculinity consists of feminine and masculine brand personality traits. These are brand genders' two dimensions (Lieven et al., 2014, p.372).

Masculinity is represented with; aggression, independence, hiding feelings and being emotional, behaving objectively, not to be easily impressed, being scientific, being rational, being skilled in working life, not easily hurt himself, being adventurous, being competitive, making decisions easier, being able to act like a leader, being confident in moments of crisis, getting excited easily. Using a mild tongue, being talkative, being polite and tolerant, being religious, being aware of others' feelings, having regular habits, having high level of security need, expressing the feelings easily and being in love of art and literature are feminine traits (Pira and Elgün, 2004, p.529).

Researches show that brand- gender association effects the customer reactions positively (Lieven et al., 2014, p.372). As an example to this ; eventhough in 1920s Marlboro was positioned as woman brand, nowadays it is perceived as masculine. After 1950s with the media's relation of lung cancer and smoking, cigarette sales started to decrease. As it is believed to be less harmful, filtered cigarette demand started to increase, thus Philip Morris Company decided to change the brand's gender. Therefore, advertiser Leo Burnett, started to use macho figures to fit in with the brand personality (Mingo, 1995, p.11-13).

7 Brand loyalty

Jacoby and Chestnut (1978) define brand loyalty as using the brand consciously and by buying it more than once creating a continuous buying behavior (Kurtuldu and Çilingir 2009, p.250). As a result of positive previous purchase experience, customers' knowingly choosing to repurchase the brand is called as brand loyalty (Eroğlu and Sarı 2001, p.4).

Aaker (1991) asserted the marketing advantage of brand loyalty by cutting marketing costs, getting more new customers and creating more commercial leverage (in Devrani, 2009, p.408). Customers having high levels of brand loyalty find the satisfaction that competitor service and brands can not provide. These type of customers are the company's most profitable and valuable customers that should not be lost on the contrary should be increased (Krom, 2013, p.54).

Brand loyalty is the trust and dependance that consumers feel for the brand (Elden, 2009, p.124). Various relationships have been found between the brand loyalty and consumer characteristics (İslamoğlu and Altunışık, 2008, p.51). It is defined that brand personality effects brand loyalty (Tayfur, 2012, p.116).

8 Brand satisfaction

Recently, satisfaction has gained importance both for theoretic and practical marketing and consumer researchers (Consuegra, Molina and Esteban, 2007, p.460).

Also, customer satisfaction is post-purchase evaluations or emotional communication that is established with the company at the time of purchase (Garbarino and Johnson, 1999, p.71). Customers compare the perceived service quality in deciding whether they are satisfied with the expectations (Hacıfendioğlu and Koç, 2009, p.148).

Customers perceived the brand with a certain expectation. At this point, if the detected values and previous experiences tend to be equal to expected or more than expected, customer satisfaction can be mentioned (Yalçın, Erdoğan and Çobanoğlu, 2009, p.387).

9 Methodology

Questionnaire is responded randomly face to face by 301 consumers. All the participants live in Istanbul and all of them are university, masters and PhD graduates. Age range of participants is between 18 and 44. The gender distribution of the participants it is hoped to be approximately the same. The research context includes 18+ individuals who have personal income.

A questionnaire is comprised of demographic questions, brand personality and brand loyalty scales. For the brand gender, femininity and masculinity degrees has been questioned.

The data is analysed in IBM SPSS 21 (Statistical Package for Social Sciences). Results are analysed and reported with IBM SPSS 21 by using scientific methods. These methods are analysed with Independent T Test, One way ANOVA and Pearson Correlation.

10 Findings

10.1 Demographic distribution of the research sample

		n	%
Gender	Female	148	49,2
	Male	153	50,8
Age	18- 24	112	37,2
	25- 34	121	40,2
	35- 44	68	22,6
Marital Status	Single	223	74,1
	Married	78	25,9
Education Status	University	205	68,1
	Masters-PhD	96	31,9
	Total	301	100,0

51% of the surveyed people is male and 49% is female. The age range changes between 18 and 44. 40% with in the range of 25-34 people is in the first place. Then 37% with in the range of 18-24 and 22% with in the range of 35-44 people follow.

		n	%
How much of your personal income do you spend for clothing	Less than 30%	163	54,2
	Between 30% -50%	106	35,2
	Between50% - 70%	32	10,6
How often do you buy your favourite brand	1-4 months	182	60,5
	5-8 months	64	21,3
	9-12 months	31	10,3
	13 months and above	24	8,0
	Total	301	100,0
How long have you been using your favourite brand	Less than 1year	17	5,6
	Between 1-3	94	31,2
	More than 3 years	190	31,0
	Total	301	100,0

As a significant percentage of 54% participants spend less than 30% of their personal income on clothing, 35% participants spend 30%-50% of their personal income on clothing, the ones who spend between 50%-70% is just 11%.

10.2 Distribution of the five most preferred brands

The Most Preferred	1. Brand		2. Brand		3. Brand		4. Brand		5. Brand	
	n	%	n	%	n	%	n	%	n	%
Zara	43	14,3	17	5,6	24	8,0	18	6,0	28	9,3
Adidas	20	6,6	41	13,6	27	9,0	24	8,0	23	7,6
LCW	72	23,9	14	4,7	21	7,0	17	5,6	25	8,3
Tommy	7	2,3	8	2,7	6	2,0	12	4,0	14	4,7
Mavi Jeans	36	12,0	30	10,0	22	7,3	27	9,0	41	13,6
Mango	17	5,6	22	7,3	28	9,3	25	8,3	14	4,7
Polo	6	2,0	14	4,7	26	8,6	21	7,0	23	7,6
Dockers	2	,7	6	2,0	8	2,7	14	4,7	9	3,0
Bershka	4	1,3	20	6,6	14	4,7	18	6,0	6	2,0
Koton	48	15,9	36	12,0	41	13,6	29	9,6	15	5,0
Lacoste	10	3,3	9	3,0	13	4,3	6	2,0	5	1,7
Defacto	12	4,0	26	8,6	23	7,6	24	8,0	17	5,6
Beymen	3	1,0	9	3,0	2	,7	9	3,0	20	6,6
Pull and Bear	7	2,3	6	2,0	8	2,7	16	5,3	10	3,3
Mudo	1	,3	5	1,7	8	2,7	7	2,3	6	2,0
Nike	4	1,3	23	7,6	10	3,3	17	5,6	21	7,0
Benetton	1	,3	1	,3	2	,7	3	1,0	2	,7
Diesel	2	,7	2	,7	9	3,0	3	1,0	9	3,0
Stradivarius	6	2,0	12	4,0	9	3,0	11	3,7	13	4,3
Toplam	301	100,0	301	100,0	301	100,0	301	100,0	301	100,0

When participants have been asked to array the 5 most preferred brands, LCW is the most preferred brand with the range 24% among 19 clothing brands. The second one is Koton with 16%, the third one is ZARA with 14% and the fourth one is MAVI JEANS with 12%.

Purchased Brands		
	n	%
Koton	154	12,8
LCW	124	10,3
Mavi Jeans	115	9,6
Adidas	112	9,3
Zara	102	8,5
Mango	92	7,6
Defacto	85	7,1
Polo	67	5,6
Bershka	56	4,7
Nike	54	4,5
Stradivarius	38	3,2
Lacoste	38	3,2
Pull and Bear	37	3,1
Tommy	33	2,7
Dockers	30	2,5
Beymen	23	1,9
Mudo	21	1,7
Diesel	16	1,3
Benetton	7	0,6
Total	1205	100,0

Without sorting, the participants indicate the most preferred brands as KOTON 13% and LCW 10%. Then Mavi Jeans, Adidas and Zara follow.

10.3 The most considered features while selecting outdoor clothing products

While selecting outdoor products, the most considered	1.Feature		2.Feature		3.Feature	
	n	%	n	%	n	%
Brand	56	18,6	9	3,0	36	12,0
Fabric Pattern, drape etc.	50	16,6	46	15,3	58	19,3
Color, comfort	60	19,9	81	26,9	52	17,3
Model, cutting, design	68	22,6	73	24,3	67	22,3
Price	59	19,6	75	24,9	67	22,3
The use of health-compatible materials	6	2,0	16	5,3	19	6,3
Advertisement	2	,7	1	,3	2	,7
Total	301	100,0	301	100,0	301	100,0

When we array 3 qualities that people consider the most while they are selecting outdoor clothing, the first quality is about model, cutting and design with the range 23%. Then participants consider the color, comfort, price, brand, fabric pattern etc. The use of health-compatible materials and advertisement are not prioritized, the range for them is just 3%.

Considered Features While Selecting Outdoor Clothing Products	n	%
Brand	101	11,2
Fabric Pattern, drape etc	154	17,1
Color, comfort	193	21,4
Model, cutting, design	208	23,0
Price	201	22,3
The use of health-compatible materials	41	4,5
Advertisement	5	0,6
Total	903	100,0

While choosing clothing without sorting, model/cutting/design are the most important features.

10.4 Personality description of participants

How do you describe yourself	n	%
Cheerful	82	27,2
Brave	15	5,0
Elastic	22	7,3
Honest	59	19,6
Touchy	14	4,7
Calm	37	12,3
Shy	6	2,0
Serious	24	8,0
Offensive	2	0,7
Energetic	40	13,3
Total	301	100,0

27% of participants have described themselves as cheerful, 20% of participants have described themselves as honest, 13% of participants have described themselves as energetic, 12% of participants have described themselves as calm.

10.5 When choosing outerwear, the most preferred three features of brand personality sub-dimensions, brand gender and brand loyalty averages distribution

	The most considered feature while selecting outdoor clothing products							
	Brands	Fabric Pattern, drape etc.	Color, comfort	Model, cutting, design	Price	The use of health-comp. materials	Advertisement	Total
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Feminine	3,09	3,44	2,95	2,91	2,47	1,50	1,00	2,91
Masculine	3,27	3,30	2,78	3,10	2,80	2,33	3,00	3,03
Sincerity	3,28	3,31	3,26	3,42	3,06	3,32	3,68	3,27
Enthusiasm	3,43	3,53	3,31	3,51	3,00	3,52	3,68	3,36
Mastership	3,61	3,32	3,34	3,47	3,12	3,52	3,72	3,38
Selectness	3,45	3,47	3,15	3,39	2,91	3,19	3,92	3,27
Toughness	3,37	3,36	3,18	3,39	3,05	3,30	2,80	3,27
Confidence	3,76	3,38	3,60	3,58	3,26	3,88	3,93	3,53

People who state the brand as the most considered feature while selecting outerwear products associate confidence with the most preferred brand.

People who state fabric pattern as the most considered feature associate enthusiasm with the most preferred brand.

People who state the color and comfort of the products as the most considered feature associate confidence with the most preferred brand.

People who state the cutting, model and design of the products as the most considered feature associate confidence with the most preferred brand.

People who state the price as the most considered feature associate confidence with the most preferred brand.

People who state the use of health-compatible materials as the most considered feature associate confidence with the most preferred brand.

People who state the advertisement of the products as the most considered feature associate confidence and selectness with the most preferred brand.

The concepts of feminine and masculine came to the forefront in harmonisation made by the people who state brand and fabric as the most considered feature.

10.6 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the gender distribution

Table 1: Independent samples test.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Sincerity	Equal variances assumed	,010	,921	,640	299	,523	,06886	,10764	-,14296	,28068
	Equal variances not assumed			,640	298,943	,523	,06886	,10760	-,14289	,28061
Enthusiasm	Equal variances assumed	,052	,820	1,398	299	,163	,16789	,12009	-,06843	,40421
	Equal variances not assumed			1,398	298,603	,163	,16789	,12009	-,06844	,40423
Mastership	Equal variances assumed	,085	,771	,583	299	,560	,06871	,11776	-,16304	,30046
	Equal variances not assumed			,584	298,959	,560	,06871	,11768	-,16287	,30029
Selectness	Equal variances assumed	,420	,518	1,511	299	,132	,18847	,12477	-,05707	,43401
	Equal variances not assumed			1,510	298,069	,132	,18847	,12482	-,05717	,43410
Hardness	Equal variances assumed	,003	,958	1,493	299	,136	,18695	,12520	-,05943	,43334
	Equal variances not assumed			1,492	297,562	,137	,18695	,12528	-,05958	,43349
Femininity	Equal variances assumed	,002	,966	3,817	299	,000	,59530	,15596	,28839	,90221
	Equal variances not assumed			3,816	298,303	,000	,59530	,15600	,28831	,90229
Masculinity	Equal variances assumed	3,209	,074	,741	299	,459	,10722	,14469	-,17752	,39197
	Equal variances not assumed			,740	296,566	,460	,10722	,14483	-,17780	,39225
Trust	Equal variances assumed	4,084	,044	,400	299	,689	,04705	,11754	-,18426	,27836
	Equal variances not assumed			,401	294,575	,688	,04705	,11724	-,18368	,27778
Dependance	Equal variances assumed	,291	,590	,760	299	,448	,09256	,12172	-,14697	,33209
	Equal variances not assumed			,761	298,719	,447	,09256	,12159	-,14672	,33183
Satisfaction	Equal variances assumed	3,982	,047	,979	299	,328	,09040	,09235	-,09134	,27214
	Equal variances not assumed			,981	296,036	,327	,09040	,09215	-,09095	,27175
Loyalty	Equal variances assumed	,051	,821	1,696	299	,091	,20833	,12284	-,03341	,45007
	Equal variances not assumed			1,697	298,994	,091	,20833	,12278	-,03329	,44995

According to Levene's Test results for Sincerity, Enthusiasm, Mastership, Selectness, Hardness, Femininity, Masculinity, Dependence and Loyalty concepts Sig. values > 0,05, the variances of the groups with 95% confidence, homogeneously distributed. For trust and satisfaction, values of $p < 0.05$ and 95% confidence the variances of the groups dissolved

homogenous.

Sincerity, Enthusiasm, Craftmanship, Exclusivity, Hardness, Masculinity, Dependence, Loyalty, Trust and Satisfaction for an average of t-test Sig. > 0,05 that is 95% confidence that there isn't a statistically significant difference between men and women.

For the femininity concept Sig. P < 0.05 and 95%, there is statistically significant difference between the averages of the woman and man who shop securely from their most preferred brand and their association of the Femininity.

Table 2: Group statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
Femininity	Female	148	3,2162	1,36297	,11204
	Male	153	2,6209	1,34265	,10855

It is determined that female consumers significantly associate their most purchased brands with femininity compared to male consumers. But for the Masculinity similar situation was not observed.

10.7 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the distribution of marital status

Table 3: Independent samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95 Confidence Interval of the Difference	
									Lower	Upper
Sincerity	Equal variances assumed	1,606	,206	1,886	299	,060	,23044	,12217	-,00998	,47086
	Equal variances not assumed			1,816	126,013	,072	,23044	,12689	-,02067	,48155
Enthusiasm	Equal variances assumed	5,925	,016	1,620	299	,106	,22170	,13686	-,04764	,49104
	Equal variances not assumed			1,451	112,743	,150	,22170	,15284	-,08111	,52451
Mastership	Equal variances assumed	2,843	,093	1,448	299	,149	,19396	,13397	-,06970	,45761
	Equal variances not assumed			1,341	118,450	,183	,19396	,14466	-,09250	,48041
Selectness	Equal variances assumed	8,247	,004	1,336	299	,183	,19029	,14248	-,09010	,47067
	Equal variances not assumed			1,194	112,547	,235	,19029	,15930	-,12534	,50591
Toughness	Equal variances assumed	5,264	,022	,209	299	,835	,02995	,14337	-,25219	,31210
	Equal variances not assumed			,192	117,241	,848	,02995	,15586	-,27872	,33862
Feminine	Equal variances assumed	10,300	,001	,785	299	,433	,14298	,18204	-,21526	,50122
	Equal variances not assumed			,726	118,082	,469	,14298	,19696	-,24706	,53302
Masculine	Equal variances assumed	3,234	,073	-,516	299	,606	-,08526	,16517	-,41030	,23978
	Equal variances not assumed			-,485	121,024	,629	-,08526	,17589	-,43347	,26295
Trust	Equal variances assumed	,532	,466	2,125	299	,034	,28295	,13315	,02092	,54497
	Equal variances not assumed			2,055	126,914	,042	,28295	,13770	,01046	,55543
Dependence	Equal variances assumed	,153	,696	,792	299	,429	,11005	,13886	-,16323	,38332
	Equal variances not assumed			,778	130,174	,438	,11005	,14150	-,16988	,38997
Satisfaction	Equal variances assumed	,308	,579	,908	299	,365	,09571	,10540	-,11170	,30312
	Equal variances not assumed			,923	138,583	,358	,09571	,10373	-,10958	,30080
Loyalty	Equal variances assumed	6,921	,009	1,005	299	,316	,14124	,14059	-,13543	,41792
	Equal variances not assumed			,897	112,239	,372	,14124	,15750	-,17082	,45331

According to the Levene's Test results, Sig. Values for sincerity, mastership, masculine, trust, dependence and satisfaction concepts are > 0,05 and variance of the groups are distributed homogeneously with 95% confidence. Sig. Values for enthusiasm, selectness, femininity and loyalty concepts are < 0.05 and variance of the groups are not distributed homogeneously with 95% confidence.

For the averages of sincerity, enthusiasm, mastership, selectness, toughness, feminine, masculine, dependence, satisfaction and loyalty, T test Sig. is > 0.05. Statistically, there is not a significant difference between single and married

with 95% confidence.

Sig. is $< 0,05$ for trust concepts. Statistically, there is a significant difference between single and married people associate their most preferred brand with trust.

Table 4: Group statistics

Marital Status		N	Mean	Std. Deviation	Std. Error Mean
Trust	Single	223	3,6035	,99321	,06651
	Married	78	3,3205	1,06487	,12057

It is determined that single people associate the most preferred brand with trust more than married people.

10.8 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the distribution of educational status

Table 5: Independent samples test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95 Confidence Interval of the Difference	
									Lower	Upper
Sincerity	Equal variances assumed	31,023	,000	-2,476	299	,014	-,28314	,11437	-,50822	-,05807
	Equal variances not assumed			-2,924	278,275	,004	-,28314	,09683	-,47375	-,09254
Enthusiasm	Equal variances assumed	29,766	,000	-2,054	299	,041	-,26356	,12833	-,51610	-,01101
	Equal variances not assumed			-2,434	279,886	,016	-,26356	,10830	-,47674	-,05038
Mastership	Equal variances assumed	34,224	,000	-2,358	299	,019	-,29531	,12523	-,54176	-,04886
	Equal variances not assumed			-2,823	284,690	,005	-,29531	,10461	-,50122	-,08940
Selectness	Equal variances assumed	25,260	,000	-1,826	299	,069	-,24400	,13360	-,50693	-,01892
	Equal variances not assumed			-2,103	264,404	,036	-,24400	,11602	-,47245	-,01556
Toughness	Equal variances assumed	10,885	,001	-2,299	299	,022	-,30720	,13362	-,57015	-,04424
	Equal variances not assumed			-2,590	251,460	,010	-,30720	,11861	-,54079	-,07360
Feminin	Equal variances assumed	2,538	,112	-,383	299	,702	-,06565	,17127	-,40271	,27140
	Equal variances not assumed			-,396	202,459	,692	-,06565	,16558	-,39213	,26083
Masculine	Equal variances assumed	3,043	,082	-1,130	299	,260	-,17510	,15502	-,48017	,12996
	Equal variances not assumed			-1,213	223,105	,226	-,17510	,14433	-,45953	,10933
Trust	Equal variances assumed	25,280	,000	-2,090	299	,037	-,26164	,12521	-,50804	-,01525
	Equal variances not assumed			-2,462	276,903	,014	-,26164	,10628	-,47087	-,05242
Dependence	Equal variances assumed	8,936	,003	,339	299	,735	,04424	,13066	-,21289	,30138
	Equal variances not assumed			,367	228,922	,714	,04424	,12044	-,19308	,28156
Satisfaction	Equal variances assumed	16,186	,000	-3,443	299	,001	-,33502	,09731	-,53653	-,14352
	Equal variances not assumed			-3,894	253,874	,000	-,33502	,08603	-,50445	-,16560
Loyalty	Equal variances assumed	22,725	,000	-1,240	299	,216	-,16375	,13206	-,42363	,09613
	Equal variances not assumed			-1,437	268,061	,152	-,16375	,11395	-,38810	,06059

According to the Levene's Test Results, Sig. values for masculine and femininity concepts are > 0.05 and variance of the groups are distributed homogeneously with 95% confidence. Sig. values are < 0.05 for sincerity, enthusiasm, mastership, selectness, toughness, trust, dependence, satisfaction and loyalty. The variance of the groups are not distributed homogeneously with 95% confidence.

For femininity, masculine, dependence and loyalty, T test Sig. is $> 0,05$. Statistically, there is not a significant difference between educational status groups and trust with 95% confidence.

For sincerity, enthusiasm, mastership, selectness, toughness, trust and satisfaction concepts, Sig. is $< 0,05$. Statistically, there is a significant difference between the averages of educational status groups associate the most preferred brand with sincerity, enthusiasm, mastership, selectness, toughness, trust and satisfaction concepts.

Table 6: Group statistics

Educational Status		N	Mean	Std. Deviation	Std. Error Mean
Sincerity	University	205	3,1818	1,03300	,07215
	Master-Doctorate	96	3,4650	,63271	,06458
Enthusiasm	University	205	3,2772	1,16096	,08108
	Master-Doctorate	96	3,5407	,70336	,07179
Mastership	University	205	3,2846	1,13862	,07952
	Master-Doctorate	96	3,5799	,66593	,06797
Selectness	University	205	3,1935	1,19079	,08317
	Master-Doctorate	96	3,4375	,79260	,08089
Toughness	University	205	3,1678	1,17638	,08216
	Master-Doctorate	96	3,4750	,83817	,08555
Trust	University	205	3,4467	1,12933	,07888
	Master-Doctorate	96	3,7083	,69798	,07124
Satisfaction	University	205	3,5634	,85871	,05997
	Master-Doctorate	96	3,8984	,60435	,06168

Post graduate and doctor's degree ones associate the most preferred brand with sincerity more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with mastership more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with selectness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with toughness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with confidence more than graduate students. It is determined that Post graduate and doctor's degree ones are satisfied with the most preferred brand more than graduate students.

10.9 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the age distribution

Table 7: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Sincerity	Between Groups	2,990	2	1,495	1,727	,180
	Within Groups	257,969	298	,866		
	Total	260,959	300			
Enthusiasm	Between Groups	2,733	2	1,366	1,258	,286
	Within Groups	323,761	298	1,086		
	Total	326,494	300			
Mastership	Between Groups	2,570	2	1,285	1,236	,292
	Within Groups	309,736	298	1,039		
	Total	312,305	300			
Selectness	Between Groups	2,551	2	1,275	1,085	,339
	Within Groups	350,292	298	1,175		
	Total	352,842	300			
Toughness	Between Groups	2,148	2	1,074	,907	,405
	Within Groups	353,069	298	1,185		
	Total	355,218	300			
Feminine	Between Groups	1,622	2	,811	,422	,656
	Within Groups	572,132	298	1,920		
	Total	573,754	300			
Masculine	Between Groups	,757	2	,379	,240	,787
	Within Groups	471,030	298	1,581		
	Total	471,787	300			
Trust	Between Groups	5,220	2	2,610	2,544	,080
	Within Groups	305,716	298	1,026		
	Total	310,936	300			
Loyalty	Between Groups	,121	2	,060	,054	,947
	Within Groups	333,761	298	1,120		
	Total	333,882	300			
Satisfaction	Between Groups	2,044	2	1,022	1,600	,204
	Within Groups	190,417	298	,639		
	Total	192,461	300			
Loyalty	Between Groups	2,379	2	1,189	1,042	,354
	Within Groups	340,298	298	1,142		
	Total	342,677	300			

According to the Anova Test results, Sig. > 0,05 for the averages of all the variables. Statistically, there is not a significant difference between age groups with 95% confidence.

10.10 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the distribution of personal income used on clothing

Table 8: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Sincerity	Between Groups	7,312	2	3,656	4,295	,014
	Within Groups	253,647	298	,851		
	Total	260,959	300			
Enthusiasm	Between Groups	7,553	2	3,776	3,528	,031
	Within Groups	318,941	298	1,070		
	Total	326,494	300			
Mastership	Between Groups	5,230	2	2,615	2,538	,081
	Within Groups	307,076	298	1,030		
	Total	312,305	300			
Selectness	Between Groups	14,413	2	7,206	6,345	,002
	Within Groups	338,430	298	1,136		
	Total	352,842	300			
Toughness	Between Groups	9,398	2	4,699	4,049	,018
	Within Groups	345,819	298	1,160		
	Total	355,218	300			
Feminine	Between Groups	26,051	2	13,025	7,087	,001
	Within Groups	547,703	298	1,838		
	Total	573,754	300			
Masculine	Between Groups	7,047	2	3,523	2,259	,106
	Within Groups	464,740	298	1,560		
	Total	471,787	300			
Trust	Between Groups	2,725	2	1,362	1,317	,269
	Within Groups	308,211	298	1,034		
	Total	310,936	300			
Dependence	Between Groups	9,078	2	4,539	4,165	,016
	Within Groups	324,804	298	1,090		
	Total	333,882	300			
Satisfaction	Between Groups	1,152	2	,576	,898	,409
	Within Groups	191,309	298	,642		
	Total	192,461	300			
Loyalty	Between Groups	14,407	2	7,203	6,539	,002
	Within Groups	328,270	298	1,102		
	Total	342,677	300			

According to the Anova Test results, Sig. is > 0,05 for mastership, masculine, trust and satisfaction averages. Statistically, there is not a significant difference between incomes which are used for shopping with 95% confidence.

According to the Anova results, Sig. is < 0,05 for sincerity, enthusiasm, selectness, toughness, femininity, dependence, loyalty variables' averages. Statistically, there is a significant difference between incomes which are used for shopping with 95% confidence.

Table 9: Test of homogeneity of variances

	Levene Statistic	df1	df2	Sig.
Sincerity	,052	2	298	,949
Enthusiasm	,153	2	298	,858
Selectness	,515	2	298	,598
Toughness	2,651	2	298	,072
Feminine	1,577	2	298	,208
Dependence	,837	2	298	,434
Loyalty	2,488	2	298	,085

Bonferroni Test results were considered for variables which variations distributed homogeneously.

Table 10: Multiple comparisons

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Sincerity	Bonferroni	Less than 30%	Between 30% - 50%	-.24209	.11512	.109	-.5192	.0351
		Between 30% - 50%	Between 50% - 70%	.25678	.17838	.453	-.1727	.6863
			Less than 30%	.24209	.11512	.109	-.0351	.5192
			Between 50% - 70%	.49887*	.18609	.023	.0509	.9469
		Between 50% - 70%	Less than 30%	-.25678	.17838	.453	-.6863	.1727
			Between 30% - 50%	-.49887*	.18609	.023	-.9469	-.0509
Enthusiasm	Bonferroni	Less than 30%	Between 30% - 50%	-.34269*	.12909	.025	-.6535	-.0319
		Between 30% - 50%	Between 50% - 70%	-.15364	.20003	1.000	-.6352	.3280
			Less than 30%	.34269*	.12909	.025	.0319	.6535
			Between 50% - 70%	.18905	.20867	1.000	-.3133	.6914
		Between 50% - 70%	Less than 30%	.15364	.20003	1.000	-.3280	.6352
			Between 30% - 50%	-.18905	.20867	1.000	-.6914	.3133
Selectness	Bonferroni	Less than 30%	Between 30% - 50%	-.47103*	.13297	.001	-.7912	-.1509
		Between 30% - 50%	Between 50% - 70%	-.26083	.20605	.620	-.7569	.2353
			Less than 30%	.47103*	.13297	.001	.1509	.7912
			Between 50% - 70%	.21020	.21495	.987	-.3073	.7277
		Between 50% - 70%	Less than 30%	.26083	.20605	.620	-.2353	.7569
			Between 30% - 50%	-.21020	.21495	.987	-.7277	.3073
Toughness	Bonferroni	Less than 30%	Between 30% - 50%	-.37372*	.13441	.017	-.6973	-.0501
		Between 30% - 50%	Between 50% - 70%	-.26948	.20829	.590	-.7709	.2320
			Less than 30%	.37372*	.13441	.017	.0501	.6973
			Between 50% - 70%	.10425	.21728	1.000	-.4189	.6274
		Between 50% - 70%	Less than 30%	.26948	.20829	.590	-.2320	.7709
			Between 30% - 50%	-.10425	.21728	1.000	-.6274	.4189
Feminine	Bonferroni	Less than 30%	Between 30% - 50%	-.61055*	.16916	.001	-1.0178	-.2033
		Between 30% - 50%	Between 50% - 70%	-.51208	.26213	.155	-1.1432	.1190
			Less than 30%	.61055*	.16916	.001	.2033	1.0178
			Between 50% - 70%	.09847	.27345	1.000	-.5599	.7568
		Between 50% - 70%	Less than 30%	.51208	.26213	.155	-.1190	1.1432
			Between 30% - 50%	-.09847	.27345	1.000	-.7568	.5599
Dependence	Bonferroni	Less than 30%	Between 30% - 50%	-.26529	.13027	.128	-.5789	.0483
		Between 30% - 50%	Between 50% - 70%	-.50375*	.20186	.039	-.9897	-.0178
			Less than 30%	.26529	.13027	.128	-.0483	.5789
			Between 50% - 70%	-.23846	.21058	.775	-.7454	.2685
		Between 50% - 70%	Less than 30%	.50375*	.20186	.039	.0178	.9897
			Between 30% - 50%	.23846	.21058	.775	-.2685	.7454
Loyalty	Bonferroni	Less than 30%	Between 30% - 50%	-.45688*	.13096	.002	-.7722	-.1416
		Between 30% - 50%	Between 50% - 70%	-.36699	.20293	.215	-.8556	.1216
			Less than 30%	.45688*	.13096	.002	.1416	.7722
			Between 50% - 70%	.08988	.21170	1.000	-.4198	.5996
		Between 50% - 70%	Less than 30%	.36699	.20293	.215	-.1216	.8556
			Between 30% - 50%	-.08988	.21170	1.000	-.5996	.4198

*. The mean difference is significant at the 0.05 level.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with the sincerity more than the ones who spend 50%-70% of their personal income.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with enthusiasm more than the ones who spend less than 30% of their personal income.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with selectness more than the ones who spend less than 30% of their personal income.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with toughness more than the ones who spend less than 30% of their personal income.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with effeminacy more than the ones who spend less than 30% of their personal income.

People who spend 50%-70% of their personal income on clothing feel loyal to the most preferred brand more than the ones who spend less than 30% of their personal income.

People who spend 30%-50% of their personal income on clothing are faithful to the most preferred brand more than the ones who spend less than 30% of their personal income.

10.11 T test results for sub-dimensions of brand personality, brand gender and the average distributions of brand loyalty according to the shopping frequency distribution

Table 11: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Sincerity	Between Groups	4,792	3	1,597	1,852	,138
	Within Groups	256,167	297	,863		
	Total	260,959	300			
Enthusiasm	Between Groups	15,532	3	5,177	4,945	,002
	Within Groups	310,962	297	1,047		
	Total	326,494	300			
Mastership	Between Groups	10,022	3	3,341	3,282	,051
	Within Groups	302,283	297	1,018		
	Total	312,305	300			
Selectness	Between Groups	16,814	3	5,605	4,954	,002
	Within Groups	336,028	297	1,131		
	Total	352,842	300			
Toughness	Between Groups	9,848	3	3,283	2,823	,039
	Within Groups	345,370	297	1,163		
	Total	355,218	300			
Feminine	Between Groups	12,253	3	4,084	2,160	,093
	Within Groups	561,501	297	1,891		
	Total	573,754	300			
Masculine	Between Groups	7,718	3	2,573	1,646	,179
	Within Groups	464,070	297	1,563		
	Total	471,787	300			
Trust	Between Groups	8,551	3	2,850	2,800	,060
	Within Groups	302,385	297	1,018		
	Total	310,936	300			
Dependence	Between Groups	8,375	3	2,792	2,547	,056
	Within Groups	325,507	297	1,096		
	Total	333,882	300			
Satisfaction	Between Groups	8,397	3	2,799	4,517	,004
	Within Groups	184,064	297	,620		
	Total	192,461	300			
Loyalty	Between Groups	17,391	3	5,797	5,293	,001
	Within Groups	325,286	297	1,095		
	Total	342,677	300			

According to Anova results for Sincerity, Femininity, Mastership, Masculinity, Dependence Sig. > 0,05 and 95% there is not significant difference between people's shopping frequency.

Anova results show that Enthusiasm, Selectness, Exclusivity, Toughness, Trust, Satisfaction and Loyalty variables average requires Sig. < 0,05 and 95% of the people's shopping frequency show significant statistical difference.

Table 12: Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Enthusiasm	,474	3	297	,701
Selectness	1,212	3	297	,305
Toughness	,736	3	297	,531
Satisfaction	1,440	3	297	,231
Loyalty	4,844	3	297	,003

For the variances of homogeneous distributed variables, Bonferroni, for undistorted variables Dunnett T3 test results were taken into consideration.

Table 13: Multiple comparisons

Dependent Variable	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
				Lower Bound	Upper Bound	
Enthusiasm Bonferroni	1-4 months 5-8 months	,02170	,14870	1,000	-,4167	,3733
	1-4 months 9-12 months	,25057	,19881	1,000	-,2775	,7786
	1-4 months 13 months and more	,81069*	,22221	,002	,2205	1,4009
	5-8 months 9-12 months	,02170	,14870	1,000	-,3733	,4167
	5-8 months 13 months and more	,27227	,22391	1,000	-,3224	,8670
	9-12 months 5-8 months	,83239*	,24492	,005	,1819	1,4829
	9-12 months 13 months and more	-,25057	,19881	1,000	-,7786	,2775
	13 months and more 5-8 months	-,27227	,22391	1,000	-,8670	,3224
	13 months and more 9-12 months	,56012	,27821	,270	-,1788	1,2991
	13 months and more 13 months and more	-,81069*	,22221	,002	-,14009	-,2205
	13 months and more 5-8 months	-,83239*	,24492	,005	-,14829	-,1819
	13 months and more 9-12 months	-,56012	,27821	,270	-,12991	,1788
Selectness Bonferroni	1-4 months 5-8 months	,09704	,15458	1,000	-,3135	,5076
	1-4 months 9-12 months	,36964	,20667	,448	-,1793	,9186
	1-4 months 13 months and more	,83402*	,23099	,002	,2205	1,4476
	5-8 months 9-12 months	-,09704	,15458	1,000	-,5076	,3135
	5-8 months 13 months and more	,27260	,23276	1,000	-,3456	,8908
	9-12 months 5-8 months	,73698*	,25460	,024	,0608	1,4132
	9-12 months 13 months and more	-,36964	,20667	,448	-,9186	,1793
	13 months and more 5-8 months	-,27260	,23276	1,000	-,8908	,3456
	13 months and more 9-12 months	,46438	,28920	,656	-,3038	1,2325
	13 months and more 13 months and more	-,83402*	,23099	,002	-,14476	-,2205
	13 months and more 5-8 months	-,73698*	,25460	,024	-,14132	-,0608
	13 months and more 9-12 months	-,46438	,28920	,656	-,12325	,3038
Toughness Bonferroni	1-4 months 5-8 months	,07826	,15671	1,000	-,3380	,4945
	1-4 months 9-12 months	,28522	,20953	1,000	-,2713	,8417
	1-4 months 13 months and more	,63764*	,23418	,041	,0156	1,2596
	5-8 months 9-12 months	-,07826	,15671	1,000	-,4945	,3380
	5-8 months 13 months and more	,20696	,23597	1,000	-,4198	,8337
	9-12 months 5-8 months	,55938	,25811	,186	-,1262	1,2449
	9-12 months 13 months and more	-,28522	,20953	1,000	-,8417	,2713
	13 months and more 5-8 months	-,20696	,23597	1,000	-,8337	,4198
	13 months and more 9-12 months	,35242	,29320	1,000	-,4263	1,1312
	13 months and more 13 months and more	-,63764*	,23418	,041	-,12596	-,0156
	13 months and more 5-8 months	-,55938	,25811	,186	-,12449	,1262
	13 months and more 9-12 months	-,35242	,29320	1,000	-,11312	,4263
Satisfaction Bonferroni	1-4 months 5-8 months	-,08156	,11441	1,000	-,3854	,2223
	1-4 months 9-12 months	-,13045	,15296	1,000	-,5367	,2758
	1-4 months 13 months and more	,55907*	,17096	,007	,1050	1,0131
	5-8 months 9-12 months	,08156	,11441	1,000	-,2223	,3854
	5-8 months 13 months and more	-,04889	,17227	1,000	-,5064	,4087
	9-12 months 5-8 months	,64063*	,18843	,005	,1401	1,1411
	9-12 months 13 months and more	,13045	,15296	1,000	-,2758	,5367
	13 months and more 5-8 months	,04889	,17227	1,000	-,4087	,5064
	13 months and more 9-12 months	,68952*	,21404	,009	,1210	1,2580
	13 months and more 13 months and more	-,55907*	,17096	,007	-,10131	-,1050
	13 months and more 5-8 months	-,64063*	,18843	,005	-,14111	-,1401
	13 months and more 9-12 months	-,68952*	,21404	,009	-,12580	-,1210
Loyalty Dunnett T3	1-4 months 5-8 months	,05397	,12941	,999	-,2907	,3986
	1-4 months 9-12 months	,29899	,17615	,443	-,1829	,7809
	1-4 months 13 months and more	,87052*	,26574	,016	,1221	1,6189
	5-8 months 9-12 months	-,05397	,12941	,999	-,3986	,2907
	5-8 months 13 months and more	,24502	,18419	,704	-,2567	,7467
	9-12 months 5-8 months	,81655*	,27114	,030	,0566	1,5765
	9-12 months 13 months and more	-,29899	,17615	,443	-,7809	,1829
	13 months and more 5-8 months	-,24502	,18419	,704	-,7467	,2567
	13 months and more 9-12 months	,57154	,29631	,305	-,2469	1,3900
	13 months and more 13 months and more	-,87052*	,26574	,016	-,16189	-,1221
	13 months and more 5-8 months	-,81655*	,27114	,030	-,15765	-,0566
	13 months and more 9-12 months	-,57154	,29631	,305	-,13900	,2469

*. The mean difference is significant at the 0.05 level.

People who buy their favourite brand for 13 months and more associate the brand with Enthusiasm compared to 1-4 month and 5-8 month.

People who buy their favourite brand for 13 months and more significantly associate their favourite brands with Toughness compared to 1-4 months.

People who buy their favourite brand for 13 months and more are significantly Satisfied with the brand they buy compared to 1-4 months, 5-8 months, and 9-12 months.

People who buy their favourite brand for 13 months and more significantly feel Loyalty to the brand they buy compared to 1-4 months and 5-8 months.

10.12 T test results for sub-dimensions of brand personality, brand gender and the average distributions of brand loyalty according to the distribution of the most preferred brand

Table 14: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Sincerity	Between Groups	,204	2	,102	,117	,890
	Within Groups	260,755	298	,875		
	Total	260,959	300			
Enthusiasm	Between Groups	,603	2	,302	,276	,759
	Within Groups	325,891	298	1,094		
	Total	326,494	300			
Mastership	Between Groups	,741	2	,371	,355	,702
	Within Groups	311,564	298	1,046		
	Total	312,305	300			
Selectness	Between Groups	1,644	2	,822	,698	,499
	Within Groups	351,198	298	1,179		
	Total	352,842	300			
Toughness	Between Groups	8,115	2	4,058	3,484	,032
	Within Groups	347,102	298	1,165		
	Total	355,218	300			
Feminine	Between Groups	3,916	2	1,958	1,024	,360
	Within Groups	569,838	298	1,912		
	Total	573,754	300			
Masculine	Between Groups	7,540	2	3,770	2,420	,091
	Within Groups	464,248	298	1,558		
	Total	471,787	300			
Trust	Between Groups	,619	2	,309	,297	,743
	Within Groups	310,317	298	1,041		
	Total	310,936	300			
Dependence	Between Groups	1,026	2	,513	,459	,632
	Within Groups	332,856	298	1,117		
	Total	333,882	300			
Satisfaction	Between Groups	2,923	2	1,461	2,297	,102
	Within Groups	189,539	298	,636		
	Total	192,461	300			
Loyalty	Between Groups	,055	2	,028	,024	,976
	Within Groups	342,622	298	1,150		
	Total	342,677	300			

According to Anova results, Sincerity, Enthusiasm, Mastership, Selectness, Femininity, Masculinity, Trust, Dependence, Satisfaction and Loyalty Sig. > 0,05 95% there is not a significant statistical difference between people's time of shopping who buy their favourite brands.

According to Anova results, Hardness variable average is Sig. < 0,05 95% there is significant difference between the duration of shopping by people who shop from their most preferred brands.

Table 15: Test of homogeneity of variances

	Levene Statistic	df1	df2	Sig.
Sincerity	1,458	2	298	,234
Enthusiasm	3,044	2	298	,049
Mastership	2,600	2	298	,076
Selectness	5,310	2	298	,005
Toughness	2,078	2	298	,127
Feminine	,166	2	298	,847
Masculine	9,986	2	298	,000
Trust	1,938	2	298	,146
Dependence	3,346	2	298	,037
Satisfaction	,415	2	298	,661
Loyalty	7,143	2	298	,001

For the variances of homogeneous distributed variables, Bonferroni, for undistorted variables Dunnett T3 test results were taken into consideration.

Table 16: Multiple comparisons

Dependent Variable	Mean Difference (I-J)	Std. Error	Sig.	95 Confidence Interval		
				Lower Bound	Upper Bound	
Toughness Bonferroni	Less than 1 year For 1-3 years	-,20914	,28444	1,000	-,8940	,4757
	More than 3 years	-,50396	,27321	,198	-1,1617	,1538
	For 1-3 years Less than 1 year	,20914	,28444	1,000	-,4757	,8940
	More than 3 years	-,29483	,13609	,093	-,6225	,0328
	More than 3 years Less than 1 year	,50396	,27321	,198	-,1538	1,1617
	For 1-3 years	,29483	,13609	,093	-,0328	,6225

Compared to people who do shopping from their most preferred brand 13 months and more, people who do shopping between 1-4 months associate their favourite brands with Toughness.

10.13 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the distribution of the most preferred brand

The Most Preferred Brand	Feminine			Masculine		
	Mean	n	%	Mean	n	%
Zara	3,05	43	14,3	3,26	43	14,3
Adidas	3,05	20	6,6	3,35	20	6,6
LCW	2,58	72	23,9	2,79	72	23,9
Tommy	2,43	7	2,3	3,29	7	2,3
Mavi Jeans	3,72	36	12,0	3,58	36	12,0
Mango	3,76	17	5,6	3,12	17	5,6
Polo	2,83	6	2,0	4,00	6	2,0
Dockers	3,00	2	,7	3,00	2	,7
Bershka	4,25	4	1,3	3,25	4	1,3
Koton	2,77	48	15,9	2,77	48	15,9
Lacoste	2,70	10	3,3	3,50	10	3,33
Defacto	2,17	12	4,0	2,25	12	4,0
Beymen	1,67	3	1,0	3,67	3	1,0
Pull and Bear	3,71	7	2,3	2,57	7	2,3
Mudo	3,00	1	,3	3,00	1	,3
Nike	1,50	4	1,3	2,00	4	1,3
Benetton	2,00	1	,3	5,00	1	,3
Diesel	4,00	2	,7	4,00	2	,7
Stradivarius	1,33	6	2,0	1,17	6	2,0
Total	2,91	301	100,0	3,03	301	100,0

When the participants think the most preferred brand as a human being, the given personality traits’ sub-dimensions distribution is as in the table. First brand to be associated with Femininity by its customers is Mavi Jeans. Also, Mavi Jeans is the most associated with Masculinity too. Brands like, Zara, Adidas, LCW, Koton which are mostly preferred by consumers have medium value about Masculinity and Femininity. This demonstrates that, participants not only classify the brands as Masculine and Feminine.

10.14 Linear regression analysis results for femininity and brand loyalty

Table 17: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,596 ^a	,355	,353	,85989

a. Predictors: (Constant), Femininity

$R^2 = 355$ 35,5 % of the satisfaction that consumers feel from their most preferred brands can be explained with their association of brands with Femininity.

Table 18: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	121,592	1	121,592	164,443	,000 ^b
Residual	221,085	299	,739		
Total	342,677	300			

a. Dependent Variable: Loyalty
b. Predictors: (Constant), Femininity

Sig. < 0,05 and the regression model is statistically significant. Estimated model are “Loyalty = 1.950 + 0,460Femininity”. Therefore, one unit increase in Feminity will increase Loyalty by 0,460 units.

10.15 Linear regression analysis results for masculine and brand loyalty

Table 19: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,596 ^a	,356	,353	,85936

a. Predictors: (Constant), Masculinity

$R^2 = 356$ and 35,6% change in loyalty the customers' most referred brands is explained by brand's being masculine.

Table 20: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	121,866	1	121,866	165,019	,000 ^b
Residual	220,811	299	,738		
Total	342,677	300			

a. Dependent Variable: Loyalty
b. Predictors: (Constant), Masculinity

Sig. $P < 0.05$ and the regression model is statistically significant. Estimated result of the model is “Sincerity = 1.753 + 0,508Femininity”. Therefore, one unit increase in Masculinity will increase the Loyalty by 0,508% units.

10.16 Linear regression analysis results for sub-dimensions of brand personality and brand loyalty

Table 21: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,813 ^a	,660	,655	,62803

a. Predictors: (Constant), Toughness, Sincerity, Selectness Masterhsip, Enthusiasm

$R^2 = 660$ and 66% of the satisfaction that consumers feel from their most preferred brands can be explained with their association of brands with Toughness, Sincerity, Selectness, Mastership and Enthusiasm.

Table 22: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	226,323	5	45,265	114,763	,000 ^b
Residual	116,354	295	,394		
Total	342,677	300			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Toughness, Sincerity, Selectness, Mastership.

Sig. < 0,05 and the regression model is statistically significant. Estimated result of the model is “Loyalty = 0,512 - 0,006 - 0,006 Toughness + 0,526Exclusivity + 0,147Mastership + 0,179 Enthusiasm” .

10.17 Linear regression analysis results for sub-dimensions of brand personality and brand satisfaction

Table 23: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,666 ^a	,443	,434	,60277

a. Predictors: (Constant), Toughness, Sincerity, Selectness, Mastership. Enthusiasm

$R^2 = 443$ and 44,3% of the satisfaction that consumers feel from their most preferred brands can be explained with their association of brands with Toughness, Sincerity, Selectness, Mastership and Enthusiasm.

Table 24: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	85,280	5	17,056	46,944	,000 ^b
Residual	107,181	295	,363		
Total	192,461	300			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Toughness, Exclusivity, Mastership, Enthusiasm.

Sig. < 0,05 and the regression model is statistically significant. Predicted result of the model is “Satisfaction = 1,826 + 0,118Sincerity + 0,040 Toughness + 0,011Exclusivity + 0,280 Mastership + 0,102 Enthusiasm”.

10.18 Linear regression analysis results for masculine and toughness

Table 25: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,838 ^a	,702	,701	,68629

a. Predictors: (Constant), Toughness.

$R^2 = 702$ and 70,2 % change in Masculinity in their most preferred brand can be explained with customers association with Toughness.

Table 26: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	330,959	1	330,959	702,676	,000 ^b
Residual	140,828	299	,471		
Total	471,787	300			

a. Dependent Variable: Masculinity,
b. Predictors: (Constant), Toughness,

Sig. $P < 0.05$ and the regression model is statistically significant. Predicted result of the model is "Masculinity = -0,126 + 0,965 Toughness". According to this one unit increase in Toughness will increase the Masculinity by 0,965 units.

10.19 Linear regression analysis results for selectness and femininity

Table 27: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,747 ^a	,557	,556	,92169

a. Predictors: (Constant), Selectness.

$R^2 = 557$ customers associate their most preferred brand with Femininity, 55,7% change in this can be explained with brand's association with Selectness.

Table 28: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	319,748	1	319,748	376,386	,000 ^b
Residual	254,007	299	,850		
Total	573,754	300			

a. Dependent Variable: Femininity,
b. Predictors: (Constant), Selectness.

Sig. $P < 0.05$ and the regression model is statistically significant. “Femininity = $-0,201 + 0,952\text{Selectness}$ ” According to this, one unit increase in Selectness will increase Femininity by 0,952 unit.

10.20 Correlation analysis results for sub-dimensions of brand personality, brand gender and brand loyalty

Table 29: Correlations

	Sincerity	Enthusiasm	Mastership	Selectness	Toughness	Feminine	Masculine	Trust	Devotion	Satisfaction	Loyalty
Sincerity	Pearson Correlation Sig. (2-tailed) N	1 ,844** ,000 301	,877** ,000 ,000 301	,790** ,000 ,000 301	,726** ,000 ,000 301	,500** ,000 ,000 301	,561** ,000 ,000 301	,778** ,000 ,000 301	,524** ,000 ,000 301	,614** ,000 ,000 301	,682** ,000 ,000 301
Enthusiasm	Pearson Correlation Sig. (2-tailed) N	,844** ,000 ,000 301	1 ,913** ,000 ,000 301	,890** ,000 ,000 301	,852** ,000 ,000 301	,573** ,000 ,000 301	,679** ,000 ,000 301	,777** ,000 ,000 301	,626** ,000 ,000 301	,635** ,000 ,000 301	,768** ,000 ,000 301
Mastership	Pearson Correlation Sig. (2-tailed) N	,877** ,000 ,000 301	,913** ,000 ,000 301	1 ,872** ,000 ,000 301	,802** ,000 ,000 301	,546** ,000 ,000 301	,629** ,000 ,000 301	,798** ,000 ,000 301	,607** ,000 ,000 301	,656** ,000 ,000 301	,756** ,000 ,000 301
Selectness	Pearson Correlation Sig. (2-tailed) N	,790** ,000 ,000 301	,890** ,000 ,000 301	,872** ,000 ,000 301	1 ,858** ,000 ,000 301	,747** ,000 ,000 301	,674** ,000 ,000 301	,740** ,000 ,000 301	,663** ,000 ,000 301	,600** ,000 ,000 301	,802** ,000 ,000 301
Toughness	Pearson Correlation Sig. (2-tailed) N	,726** ,000 ,000 301	,852** ,000 ,000 301	,802** ,000 ,000 301	,858** ,000 ,000 301	1 ,622** ,000 ,000 301	,838** ,000 ,000 301	,700** ,000 ,000 301	,572** ,000 ,000 301	,567** ,000 ,000 301	,709** ,000 ,000 301
Feminine	Pearson Correlation Sig. (2-tailed) N	,500** ,000 ,000 301	,573** ,000 ,000 301	,546** ,000 ,000 301	,747** ,000 ,000 301	,852** ,000 ,000 301	1 ,538** ,000 ,000 301	,436** ,000 ,000 301	,578** ,000 ,000 301	,270** ,000 ,000 301	,596** ,000 ,000 301
Masculine	Pearson Correlation Sig. (2-tailed) N	,561** ,000 ,000 301	,679** ,000 ,000 301	,629** ,000 ,000 301	,872** ,000 ,000 301	,802** ,000 ,000 301	,546** ,000 ,000 301	1 ,531** ,000 ,000 301	,536** ,000 ,000 301	,408** ,000 ,000 301	,596** ,000 ,000 301
Trust	Pearson Correlation Sig. (2-tailed) N	,778** ,000 ,000 301	,777** ,000 ,000 301	,798** ,000 ,000 301	,740** ,000 ,000 301	,700** ,000 ,000 301	,436** ,000 ,000 301	,531** ,000 ,000 301	1 ,702** ,000 ,000 301	,759** ,000 ,000 301	,816** ,000 ,000 301
Dependence	Pearson Correlation Sig. (2-tailed) N	,524** ,000 ,000 301	,626** ,000 ,000 301	,607** ,000 ,000 301	,663** ,000 ,000 301	,572** ,000 ,000 301	,578** ,000 ,000 301	,536** ,000 ,000 301	,702** ,000 ,000 301	1 ,496** ,000 ,000 301	,840** ,000 ,000 301
Satisfaction	Pearson Correlation Sig. (2-tailed) N	,614** ,000 ,000 301	,635** ,000 ,000 301	,656** ,000 ,000 301	,600** ,000 ,000 301	,567** ,000 ,000 301	,270** ,000 ,000 301	,408** ,000 ,000 301	,759** ,000 ,000 301	,496** ,000 ,000 301	1 ,689** ,000 ,000 301
Loyalty	Pearson Correlation Sig. (2-tailed) N	,682** ,000 ,000 301	,768** ,000 ,000 301	,756** ,000 ,000 301	,802** ,000 ,000 301	,709** ,000 ,000 301	,596** ,000 ,000 301	,596** ,000 ,000 301	,816** ,000 ,000 301	,840** ,000 ,000 301	1 ,689** ,000 ,000 301

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

There is 99% confidence interval. High and positive correlation is observed between satisfaction and loyalty. Accordingly, increase of satisfaction will increase loyalty. As loyalty increases, satisfaction will increase.

There is 99% confidence interval. Normal and positive correlation is observed between satisfaction and dependence. Accordingly, increase of dependence will increase satisfaction. As satisfaction increases, dependence will increase.

There is 99% confidence interval. High and positive correlation is observed between dependence and loyalty. Accordingly, increase of dependence will increase loyalty. As loyalty increases, dependence will increase.

There is 99% confidence interval. High and positive correlation is observed between dependence and trust. Accordingly, increase of trust will increase dependence. As dependence increases, trust will increase.

There is 99% confidence interval. High and positive correlation is observed between satisfaction and trust. Accordingly, increase of trust will increase satisfaction. As satisfaction increases, trust will increase.

There is 99% confidence interval. High and positive correlation is observed between loyalty and trust. Accordingly, increase of trust will increase loyalty. As loyalty increases, trust will increase.

There is 99% confidence interval. Normal and positive correlation is observed between masculinity and trust. Accordingly, increase of masculinity will increase trust. As trust increases, masculinity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between masculinity and dependence. Accordingly, increase of masculinity will increase dependence. As dependence increases, masculinity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between masculinity and satisfaction. Accordingly, increase of masculinity will increase satisfaction. As satisfaction increases, masculinity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between masculinity and loyalty. Accordingly, increase of masculinity will increase loyalty. As loyalty increases, masculinity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between masculinity and femininity. Accordingly, increase of masculinity will increase femininity. As femininity increases, masculinity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between trust and femininity. Accordingly, increase of femininity will increase trust. As trust increases, femininity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between dependence and femininity. Accordingly, increase of femininity will increase dependence. As dependence increases, femininity will increase.

There is 99% confidence interval. Weak and positive correlation is observed between satisfaction and femininity. Accordingly, increase of femininity will increase satisfaction. As satisfaction increases, femininity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between loyalty and femininity. Accordingly, increase of femininity will increase loyalty. As loyalty increases, femininity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between toughness and femininity. Accordingly, increase of effeminacy will increase toughness. As toughness increases, femininity will increase.

There is 99% confidence interval. High and positive correlation is observed between masculinity and toughness. Accordingly, increase of masculinity will increase toughness. As toughness increases, masculinity will increase.

There is 99% confidence interval. High and positive correlation is observed between trust and toughness. Accordingly, increase of toughness will increase trust. As trust increases, toughness will increase.

There is 99% confidence interval. Normal and positive correlation is observed between dependence and toughness. Accordingly, increase of toughness will increase dependence. As dependence increases, toughness will increase.

There is 99% confidence interval. Normal and positive correlation is observed between satisfaction and toughness. Accordingly, increase of toughness will increase satisfaction. As satisfaction increases, toughness will increase.

There is 99% confidence interval. High and positive correlation is observed between loyalty and toughness. Accordingly, increase of toughness will increase loyalty. As loyalty increases, toughness will increase.

There is 99% confidence interval. High and positive correlation is observed between selectness and toughness.

Accordingly, increase of selectness will increase toughness. As toughness increases, selectness will increase.

There is 99% confidence interval. High and positive correlation is observed between selectness and femininity. Accordingly, increase of selectness will increase femininity. As femininity increases, selectness will increase.

There is 99% confidence interval. Normal and positive correlation is observed between selectness and masculinity. Accordingly, increase of selectness will increase masculinity. As masculinity increases, selectness will increase.

There is 99% confidence interval. High and positive correlation is observed between selectness and trust. Accordingly, increase of selectness will increase trust. As trust increases, selectness will increase.

There is 99% confidence interval. Normal and positive correlation is observed between selectness and dependence. Accordingly, increase of selectness will increase dependence. As dependence increases, selectness will increase.

There is 99% confidence interval. Normal and positive correlation is observed between selectness and satisfaction. Accordingly, increase of selectness will increase satisfaction. As satisfaction increases, selectness will increase.

There is 99% confidence interval. High and positive correlation is observed between selectness and loyalty. Accordingly, increase of selectness will increase loyalty. As loyalty increases, selectness will increase.

There is 99% confidence interval. High and positive correlation is observed between selectness and mastership. Accordingly, increase of selectness will increase mastership. As mastership increases, selectness will increase.

There is 99% confidence interval. High and positive correlation is observed between toughness and mastery. Accordingly, increase of mastery will increase toughness. As toughness increases, mastery will increase.

There is 99% confidence interval. Normal and positive correlation is observed between femininity and mastership. Accordingly, increase of mastership will increase femininity. As femininity increases, mastership will increase.

There is 99% confidence interval. Normal and positive correlation is observed between masculinity and mastership. Accordingly, increase of mastership will increase masculinity. As masculinity increases, mastership will increase.

There is 99% confidence interval. High and positive correlation is observed between trust and mastership. Accordingly, increase of mastership will increase trust. As trust increases, mastery will increase.

There is 99% confidence interval. Normal and positive correlation is observed between dependence and mastership. Accordingly, increase of mastership will increase dependence. As dependence increases, mastership will increase.

There is 99% confidence interval. Normal and positive correlation is observed between satisfaction and mastership. Accordingly, increase of mastership will increase satisfaction. As satisfaction increases, mastership will increase.

There is 99% confidence interval. High and positive correlation is observed between loyalty and mastership. Accordingly, increase of mastership will increase loyalty. As loyalty increases, mastership will increase.

There is 99% confidence interval. Very high and positive correlation is observed between enthusiasm and mastership. Accordingly, increase of enthusiasm will increase mastership. As mastership increases, enthusiasm will increase.

There is 99% confidence interval. Very high and positive correlation is observed between enthusiasm and selectness. Accordingly, increase of enthusiasm will increase selectness. As selectness increases, enthusiasm will increase.

There is 99% confidence interval. High and positive correlation is observed between enthusiasm and toughness. Accordingly, increase of enthusiasm will increase toughness. As toughness increases, enthusiasm will increase.

There is 99% confidence interval. Normal and positive correlation is observed between enthusiasm and femininity. Accordingly, increase of enthusiasm will increase femininity. As femininity increases, enthusiasm will increase.

There is 99% confidence interval. Normal and positive correlation is observed between enthusiasm and masculinity. Accordingly, increase of enthusiasm will increase masculinity. As masculinity increases, enthusiasm will increase.

There is 99% confidence interval. High and positive correlation is observed between enthusiasm and trust. Accordingly, increase of enthusiasm will increase trust. As trust increases, enthusiasm will increase.

There is 99% confidence interval. Normal and positive correlation is observed between enthusiasm and dependence. Accordingly, increase of enthusiasm will increase dependence. As dependence increases, enthusiasm will increase.

There is 99% confidence interval. Normal and positive correlation is observed between enthusiasm and satisfaction. Accordingly, increase of enthusiasm will increase satisfaction. As satisfaction increases, enthusiasm will increase.

There is 99% confidence interval. Normal and positive correlation is observed between enthusiasm and loyalty. Accordingly, increase of enthusiasm will increase loyalty. As loyalty increases, enthusiasm will increase.

There is 99% confidence interval. High and positive correlation is observed between enthusiasm and sincerity. Accordingly, increase of sincerity will increase enthusiasm. As enthusiasm increases, sincerity will increase.

There is 99% confidence interval. High and positive correlation is observed between mastery and sincerity. Accordingly, increase of sincerity will increase mastery. As mastery increases, sincerity will increase.

There is 99% confidence interval. High and positive correlation is observed between selectness and sincerity. Accordingly, increase of sincerity will increase selectness. As selectness increases, sincerity will increase.

There is 99% confidence interval. High and positive correlation is observed between toughness and sincerity. Accordingly, increase of sincerity will increase toughness. As toughness increases, sincerity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between femininity and sincerity. Accordingly, increase of sincerity will increase femininity. As femininity increases, sincerity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between masculinity and sincerity. Accordingly, increase of sincerity will increase masculinity. As masculinity increases, sincerity will increase.

There is 99% confidence interval. High and positive correlation is observed between trust and sincerity. Accordingly, increase of sincerity will increase trust. As trust increases, sincerity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between dependence and sincerity. Accordingly, increase of sincerity will increase dependence. As dependence increases, sincerity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between satisfaction and sincerity. Accordingly, increase of sincerity will increase satisfaction. As satisfaction increases, sincerity will increase.

There is 99% confidence interval. Normal and positive correlation is observed between loyalty and sincerity. Accordingly, increase of sincerity will increase loyalty. As loyalty increases, sincerity will increase.

11 Discussion and Conclusion

There is 51% male and 49% female among surveyed 301 people. The age range of participants changes between 18 and 24. As a significant percentage of 54% participants spends less than 30% of their personal income on clothing. 35% participants spends 30%-50% of their personal income on clothing, the ones who spends between 50%-70% is just 11%.

When participants have been asked to array the 5 most preferred brands, LCW is the most preferred brand with the range 24% among 19 clothing brands. The second one is KOTON, the third one is ZARA and the fourth one is MAVI JEANS. Without sorting, the participants indicate the most preferred brands as KOTON 13% and LCW 10%.

When the participants think the most preferred stores as a person, the distribution on the brands with the given personality traits is showed in the chart. The brand most associated with femininity by its clients is MAVI JEANS among the 5 most preferred brands. Among the 5 most preferred brands, MAVI JEANS is the brand which associated with masculine in the first place by its clients. The common preferred brands like ADIDAS, KOTON, ZARA, LCW have mid range in terms of femininity and masculine. Thus, it shows that those brands are not found only feminine or masculine by the participants.

When we array 3 qualities that people consider the most while they are selecting outdoor clothing, the first quality is about model, cutting and design. Then participants consider the color, comfort, price, brand, fabric pattern etc. The use of health-compatible materials and advertisement are not prioritized.

27% of participants have described themselves as cheerful, 20% of participants have described themselves as honest, 13% of participants have described themselves as energetic, 12% of participants have described themselves as calm.

People who state the brand as the most considered feature while selecting outerwear products associate confidence with the most preferred brand. People who state fabric pattern as the most considered feature associate enthusiasm with the most preferred brand. People who state the color and comfort of the products as the most considered feature associate confidence with the most preferred brand. People who state the cutting, model and design of the products as the most considered feature associate confidence with the most preferred brand. People who state the price as the most considered feature associate confidence with the most preferred brand. People who state the use of health-compatible materials as the most considered feature associate confidence with the most preferred brand. People who state the advertisement of the products as the most considered feature associate confidence and selectness with the most preferred brand.

The concepts of feminine and masculine came to the forefront in harmonisation made by the people who state brand and fabric as the most considered feature.

According to the T Test results, it was determined that women associate the most preferred brand with the femininity

more than men. Yet in terms of masculine, there is not a similar situation between men and women. It was determined that single ones associate the most preferred brand with confidence more than the married people. Post graduate and doctor's degree ones associate the most preferred brand with sincerity more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with mastership more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with selectness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with toughness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with confidence more than graduate students. Post graduate and doctor's degree ones are satisfied with the most preferred brand more than graduate students.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with the sincerity more than the ones who spend 50%-70% of their personal income. People who spend 30%-50% of their personal income on clothing associate the most preferred brand with enthusiasm more than the ones who spend less than 30% of their personal income. People who spend 30%-50% of their personal income on clothing associate the most preferred brand with selectness more than the ones who spend less than 30% of their personal income. People who spend 30%-50% of their personal income on clothing associate the most preferred brand with toughness more than the ones who spend less than 30% of their personal income. People who spend 30%-50% of their personal income on clothing associate the most preferred brand with effeminacy more than the ones who spend less than 30% of their personal income. People who spend 50%-70% of their personal income on clothing feel loyal to the most preferred brand more than the ones who spend less than 30% of their personal income. People who spend 30%-50% of their personal income on clothing are faithful to the most preferred brand more than the ones who spend less than 30% of their personal income.

People who shop from the most preferred brands for a period of 13 months or more associate the brands with enthusiasm more than the ones who shop for a period of 1-4 or 5-8 months. People who shop from the most preferred brands for a period of 13 months or more associate the brands with selectness more than the ones who shop for a period of 1-4 months. People who shop from the most preferred brands for a period of 13 months or more associate the brands with toughness more than the ones who shop for a period of 1-4 months. People who shop from the most preferred brands for a period of 13 months or more are satisfied with the brands more than the ones who shop for a period of 1-4, 5-8, 9-12 months. People who shop from the most preferred brands for a period of 13 months or more are faithful to the brands more than the ones who shop for a period of 1-4 and 5-8 months.

When the femininity and loyalty are investigated with cause and effect relationship, 35% of the change in the loyalty to brands that consumers' shop most is explained with the brands' feminine look. When the masculinity and loyalty are investigated with cause and effect relationship, 35.6% of the change in the loyalty to brands that consumers' shop most is explained with the brands' masculine look. 66% of the change in the loyalty to brands that consumers' shop most is explained with the association the brand with sincerity, toughness, selectness, enthusiasm and mastership. 70.2% of the change in the masculinity which associated with the most preferred brand by the consumers is explained with the association the brand with toughness. 55.7% of the change in the femininity which associated with the most preferred brand by the consumers is explained with the association the brand with selectness.

High and positive correlation is observed between satisfaction and loyalty. Accordingly, increase of satisfaction will increase loyalty. As loyalty increases, satisfaction will increase. Normal and positive correlation is observed between satisfaction and dependence. Accordingly, increase of dependence will increase satisfaction. As satisfaction increases, dependence will increase. High and positive correlation is observed between dependence and loyalty. Accordingly, increase of dependence will increase loyalty. As loyalty increases, dependence will increase. High and positive correlation is observed between dependence and confidence. Accordingly, increase of confidence will increase dependence. As dependence increases, confidence will increase. High and positive correlation is observed between

satisfaction and confidence. Accordingly, increase of confidence will increase satisfaction. As satisfaction increases, confidence will increase. High and positive correlation is observed between loyalty and confidence. Accordingly, increase of confidence will increase loyalty. As loyalty increases, confidence will increase. Normal and positive correlation is observed between masculinity and confidence. Accordingly, increase of masculinity will increase confidence. As confidence increases, masculinity will increase. Normal and positive correlation is observed between masculinity and dependence. Accordingly, increase of masculinity will increase dependence. As dependence increases, masculinity will increase. Normal and positive correlation is observed between masculinity and satisfaction. Accordingly, increase of masculinity will increase satisfaction. As satisfaction increases, masculinity will increase. Normal and positive correlation is observed between masculinity and loyalty. Accordingly, increase of masculinity will increase loyalty. As loyalty increases, masculinity will increase. Normal and positive correlation is observed between masculinity and femininity. Accordingly, increase of masculinity will increase effeminacy. As effeminacy increases, masculinity will increase. Normal and positive correlation is observed between confidence and femininity. Accordingly, increase of femininity will increase confidence. As confidence increases, femininity will increase. . Normal and positive correlation is observed between dependence and femininity. Accordingly, increase of femininity will increase dependence. As dependence increases, femininity will increase. Weak and positive correlation is observed between satisfaction and femininity. Accordingly, increase of femininity will increase satisfaction. As satisfaction increases, femininity will increase. Normal and positive correlation is observed between loyalty and femininity. Accordingly, increase of femininity will increase loyalty. As loyalty increases, femininity will increase. Normal and positive correlation is observed between toughness and femininity. Accordingly, increase of femininity will increase toughness. As toughness increases, femininity will increase. High and positive correlation is observed between masculinity and toughness. Accordingly, increase of masculinity will increase toughness. As toughness increases, masculinity will increase.

High and positive correlation is observed between confidence and toughness. Accordingly, increase of toughness will increase confidence. As confidence increases, toughness will increase. Normal and positive correlation is observed between dependence and toughness. Accordingly, increase of toughness will increase dependence. As dependence increases, toughness will increase. Normal and positive correlation is observed between satisfaction and toughness. Accordingly, increase of toughness will increase satisfaction. As satisfaction increases, toughness will increase. High and positive correlation is observed between loyalty and toughness. Accordingly, increase of toughness will increase loyalty. As loyalty increases, toughness will increase. High and positive correlation is observed between selectness and toughness. Accordingly, increase of selectness will increase toughness. As toughness increases, selectness will increase. . High and positive correlation is observed between selectness and femininity. Accordingly, increase of selectness will increase femininity. As femininity increases, selectness will increase. Normal and positive correlation is observed between selectness and masculinity. Accordingly, increase of selectness will increase masculinity. As masculinity increases, selectness will increase. High and positive correlation is observed between selectness and confidence. Accordingly, increase of selectness will increase confidence. As confidence increases, selectness will increase. Normal and positive correlation is observed between selectness and dependence. Accordingly, increase of selectness will increase dependence. As dependence increases, selectness will increase. Normal and positive correlation is observed between selectness and satisfaction. Accordingly, increase of selectness will increase satisfaction. As satisfaction increases, selectness will increase. High and positive correlation is observed between selectness and loyalty. Accordingly, increase of selectness will increase loyalty. As loyalty increases, selectness will increase. High and positive correlation is observed between selectness and mastership. Accordingly, increase of selectness will increase mastership. As mastership increases, selectness will increase. High and positive correlation is observed between toughness and mastership. Accordingly, increase of mastership will increase toughness. As toughness increases, mastership will increase. Normal and positive correlation is observed between effeminacy and mastership. Accordingly, increase of mastership will increase effeminacy. As effeminacy increases, mastership will increase. Normal and positive correlation

is observed between masculinity and mastership. Accordingly, increase of mastership will increase masculinity. As masculinity increases, mastership will increase. . High and positive correlation is observed between confidence and mastership. Accordingly, increase of mastership will increase confidence. As confidence increases, mastership will increase. Normal and positive correlation is observed between dependence and mastership. Accordingly, increase of mastership will increase dependence. As dependence increases, mastership will increase. Normal and positive correlation is observed between satisfaction and mastership. Accordingly, increase of mastership will increase satisfaction. As satisfaction increases, mastership will increase. High and positive correlation is observed between loyalty and mastership. Accordingly, increase of mastership will increase loyalty. As loyalty increases, mastership will increase. Very high and positive correlation is observed between enthusiasm and mastership. Accordingly, increase of enthusiasm will increase mastership. As mastership increases, enthusiasm will increase. Very high and positive correlation is observed between enthusiasm and selectness. Accordingly, increase of enthusiasm will increase selectness. As selectness increases, enthusiasm will increase. High and positive correlation is observed between enthusiasm and toughness. Accordingly, increase of enthusiasm will increase toughness. As toughness increases, enthusiasm will increase.

Normal and positive correlation is observed between enthusiasm and femininity. Accordingly, increase of enthusiasm will increase femininity. As femininity increases, enthusiasm will increase. Normal and positive correlation is observed between enthusiasm and masculinity. Accordingly, increase of enthusiasm will increase masculinity. As masculinity increases, enthusiasm will increase. High and positive correlation is observed between enthusiasm and confidence. Accordingly, increase of enthusiasm will increase confidence. As confidence increases, enthusiasm will increase. Normal and positive correlation is observed between enthusiasm and dependence. Accordingly, increase of enthusiasm will increase dependence. As dependence increases, enthusiasm will increase. Normal and positive correlation is observed between enthusiasm and satisfaction. Accordingly, increase of enthusiasm will increase satisfaction. As satisfaction increases, enthusiasm will increase. Normal and positive correlation is observed between enthusiasm and loyalty. Accordingly, increase of enthusiasm will increase loyalty. As loyalty increases, enthusiasm will increase. High and positive correlation is observed between enthusiasm and sincerity. Accordingly, increase of sincerity will increase enthusiasm. As enthusiasm increases, sincerity will increase. High and positive correlation is observed between mastership and sincerity. Accordingly, increase of sincerity will increase mastership. As mastership increases, sincerity will increase. High and positive correlation is observed between selectness and sincerity. Accordingly, increase of sincerity will increase selectness. As selectness increases, sincerity will increase. High and positive correlation is observed between toughness and sincerity. Accordingly, increase of sincerity will increase toughness. As toughness increases, sincerity will increase. . Normal and positive correlation is observed between effeminacy and sincerity. Accordingly, increase of sincerity will increase effeminacy. As effeminacy increases, sincerity will increase. Normal and positive correlation is observed between masculinity and sincerity. Accordingly, increase of sincerity will increase masculinity. As masculinity increases, sincerity will increase. High and positive correlation is observed between confidence and sincerity. Accordingly, increase of sincerity will increase confidence. As confidence increases, sincerity will increase. Normal and positive correlation is observed between dependence and sincerity. Accordingly, increase of sincerity will increase dependence. As dependence increases, sincerity will increase. Normal and positive correlation is observed between satisfaction and sincerity. Accordingly, increase of sincerity will increase satisfaction. As satisfaction increases, sincerity will increase. Normal and positive correlation is observed between satisfaction and sincerity. Accordingly, increase of sincerity will increase satisfaction. As satisfaction increases, sincerity will increase.

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