
**THE BRAND CALLED ABASALTIAN
(THE EFFECT OF BRAND CONTENT AND BRAND CREDIBILITY ON
BRAND VALUE)**

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ABSTRACT

Tom Peters was one of the people who made extensive research and research in the area of personal brand and the term brand identity was first introduced in a 1997 article by him. He said the attention of senior executives to products and services while the most influential sector in the market is employees and managers. This research aims to examine the status and relationship between Dimensions of brand credibility, brand content, brand equity, brand identity, brand image and brand prestige. The research method is descriptive-survey. The sample size was obtained using Cochran method at 6% error rate and with unlimited statistical population of 268 people. The data gathering tool was a standard six-part questionnaire. The reliability coefficient of the questionnaire was obtained using Cronbach's alpha coefficient and verbal and content validity was confirmed by the experts. Data were analyzed using SPSS, PLS and AHP software. The test results were averaged All components are investigating Abasaltian Ali (Www.Abasaltian.Com) are in good condition. the average of all components is higher than the three. Correlation test results have a positive and significant relationship between brand credibility and brand conten and brand image - Brand content has been verified.

Positive, meaningful and linear effects of five components of brand credibility, brand content, brand identity, brand image and brand prestige on brand equity were confirmed by linear regression test. The results of the analysis with the PLS software confirmed the impact of the three elements of brand credibility, brand content and brand equity and different components were prioritized by fuzzy AHP method. Prestige brand and brand credibility were the highest priorities.

Keyword: Abasaltian Ali, Identity, brand credibility, brand content, brand equity, brand identity and brand image

Introduction:

Personal branding is a process by which individuals and expertise are marketed as branded brands; In other words, personal identifiers are formed (Lair, Sullivan, & Cheney, 2005).Hubert believes that personal brand is more than just a factor in marketing and marketing in competitive environments. They believe that in the personal brand, the effect of communication and the creation of relationships based on cooperation and the creation of positive thinking is important (Hubert, 2008).

Morgan also says about personal brand: Making a personal brand is the most important thing to succeed. He believes that a personal brand comes with a set of efforts based on the acquisition of hardware and software controls. Whose development is possible with the perspective, preservation and promotion of individual values, uniqueness and agile decision making (Morgan, 2011). Dan Schwalb states that the creation and development of a personal brand has become a necessity for individual and organizational success.

He adds that for a brand, someone should step in step. To do this, while developing and developing individual skills, one has to develop personal capacity to utilize communication technologies. By establishing a strong communication link in the communication network through the media and the Internet, one can professionally develop a personal brand (Schawbel, 2009). Tom Peters emphasized the creation of a personal brand by developing skills, changing behaviors, and creating a distinction. In addition, this process is also defined as creating a property that belongs to a specific person; that includes the body, cover, physical appearance, and knowledge fields; but branding is not limited to these, and Leads to a unique sense of recognition, ideal for the brand owner (Schawbel, 2009). The first stage of personal branding, each person should define what is important to him and define what he or she alone, and then build his own brand around that set of values that he has defined.

In the language of the field of marketing, it interprets the unique value of the value and hence precisely specifies what it intends to offer its services in which part of the market and how to demonstrate its full potential in delivering these services (Rampersad & Hubert, 2008). The personal brand of people is the perception of the audience of the characteristics, experiences and competencies of a person. The brand itself overwhelms all communications and their relationships and forms the kind of perception and judgment of others towards them. The dignity, respect, popularity and social identity of individuals are closely related to their own brand (Lair, Sullivan, & Cheney, 2005). A personal brand has been named as the basis for the branding of the entire organization (Lyle & Wetsch, 2012).

Theoretical Foundations of Research:

Brand equity:

So far, there is no consensus on this definition (Keller, 2006, Keller, 2008). This concept can be discussed from the perspective of the manufacturer, retailer or customer. While manufacturers and retailers tend to have strategic brand equity values, investors are more interested in financially defined terms. In 1989, the Brand Marketing Association defined the brand value as follows:

The added value created by the name in the market through the margin of profit or the market share of the product. This added value by customers and other channel members can be considered as a financial asset and a set of desirable relationships and behaviors. The value of a brand is the result of consumer perception of the brand, which is affected by many factors (Graham et al, 2004).

Aaker (1991) defines brand equity as a set of assets and liabilities, and the distinctive role of the brand on the consumer's response and brand name. The brand's brand value will increase customer satisfaction to pay higher prices, satisfaction of stores for partnerships and consumer protection. The company's vulnerability to competitive marketing activities reduces the company's vulnerability to competitive marketing activities and vulnerability to crises. According to Gill et al. (2007), brand value is a value that adds a brand to the product. Brand equity is a consumer perception of all the advantages and disadvantages of a brand compared to other rival brands. One of the benefits of brand equity is the ability to reduce company costs and increase profits. Brand value is a matter of both marketing literature and financial literature. Therefore, this concept represents the components and assets that make up the brand value. In this regard, many models are presented and various components are defined. This is due to the fact that brand equity has been viewed from a variety of points.

Brand equity is the added value of a product to the customer, which is attributed to the brand name (Yu, Dunto & Lee, 2000). Keller (1993), defines brand equity as a distinct brand of brand awareness on customer responses to marketing activities for that brand. Between the various definitions given for brand value, Aaker's definition (1991) is more general. according to him, brand equity is a set of assets and liabilities linked to a brand. Several patterns have been developed to examine brand equity. The pattern of Brand, introduced by Professor Kevin Keller, describes brand building as a step-by-step activity, so that steps must be taken from the bottom to the top (Keller, 2001). Of the other models, the brand value of the model is Yu et al. (2000). Using model theory of hierarchy, they introduced relationships for three dimensions of brand equity, namely brand awareness / brand connectivity, perceived quality, and brand loyalty. According to their scale, there are three paths for these three dimensions. Knowledge of brand and brand association affects perceived quality and perceived quality also leads to brand loyalty. This model was also used by Kim and Hun and confirmed by fitting it in the structural equation model that they used. According to Yu et al., All three dimensions of brand equity have a positive impact on brand equity (Kim & Hoon, 2010). The Aaker model is the most popular, most practical and comprehensive model. Aaker has designed his model of brand equity on five dimensions:

Brand loyalty, brand awareness, perceived quality, association and brand consistency and other brand assets. Brand loyalty shows how likely a customer is to another brand, especially when that brand creates a change in price or other aspects of the product. "Perceived quality is defined as "customer perception of the quality or overall superiority of a product according to the purpose that the product has and that of other products in the market". Brand connectivity is anything brand-related to the brand, which may be viewed as forms and attributes related to goods or aspects of the product itself. Other brand assets such as intellectual property rights, distribution channels, patents, trademarks, willingness to accept brand development, and so on. Other brand assets will be the most valuable if foreclosed customer loyalty by competitors (Piaralal and Mei, Mei, 2015).

Brand credentials:

Brand credibility is an intangible asset that can significantly affect the company's performance (Morgan and Rego, 2009; Rao, Agarwal, & Dahlhoff, 2004). Indeed; customers can make meaningful and profound relationships with a brand (Fournier, 1998; Scow, Moniz and Arnold, 2009; Thomson, MacInnis, & Park, 2005). This has led to an increase in brand purchases (Macinnis, Park, & Priester, 2005). And a decrease in customer price sensitivity and reduce marketing costs (Mizik, & Jacobson, 2008). However, this unpleasant fact remains for corporations that customers find many brands to be unrecognizable.

Brand image:

Brand image includes product-related associations (features, benefits, and attitudes), the likelihood of brand associations, the power of brand associations, and the uniqueness of brand associations (Vahie, & Paswan, 2006). A brand image can be derived from direct experience of goods and services, information transmitted (by the company or other sources of commerce), or by inference from past perceptions about the company (Martínez, & Pina, 2003). Brand image is the consumer perception of the brand, which is reflected by brand associations in memory (Faircloth, Capella, & Alford, 2001). One of the models of the brand image of (Liao & Cheng, 2014) which divides the brand image into two aspects of the functional image and symbolic image.

The functional image includes the tangible features of a product, and the symbolic image that delivers intangible features reflects consumer social acceptance, self-expression, and self-esteem. In another study, Liang Huang (2015) defined brand image in three dimensions, Functional image, symbolic and experimental image. The functional image refers to the main functions of the product and how much it can meet the user's functional requirements. The symbolic image refers to the satisfaction of satisfying the consumer's inner needs, which can increase the individual's social status. The empirical brand image is also capable of providing various consumer needs and emotions, thus providing emotional benefits. For example, a brand can increase the sense of happiness.

Model of the formation of mental structure

In this model, the role of the mental structure in the structure of the audience experiences is expressed.

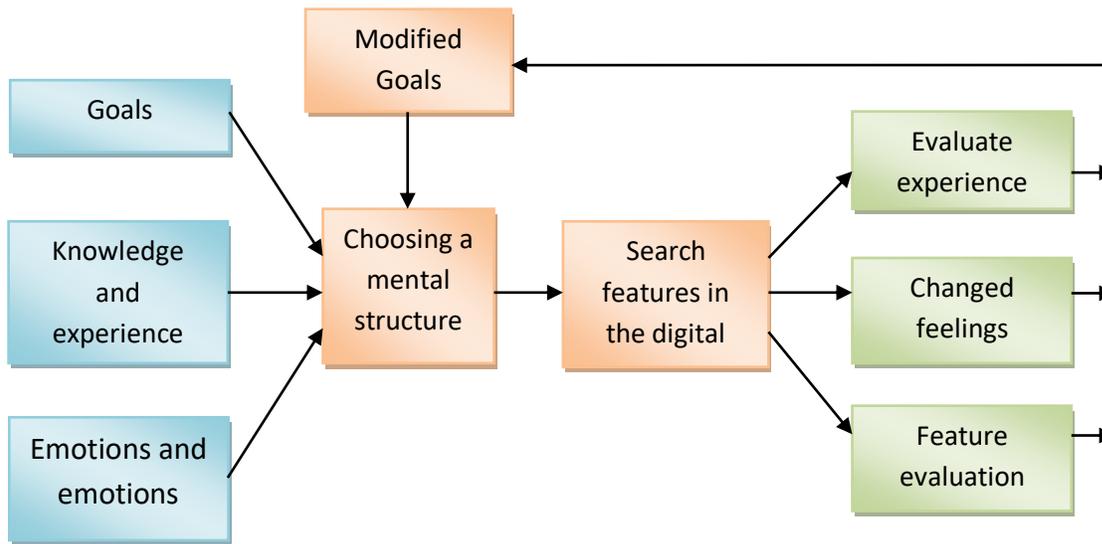


Figure 1- Formation and Influence of Mental Structures (MCFI)

The audience has different approaches to certain goals. These goals may range from obtaining information about the price of a specific commodity to searching for information about a product or visiting a news site. Some may just be happy to have fun and spend time. Consumers have past experiences and knowledge when they search. Like experiences about visiting different sites or searching for specific brands that were done in the past. The emotional state of the consumer is also important in the process of shaping the consumer's mental structure during the search (Noahi Kashani, 2015).

Brand personality:

Trying to understand yourself (for example, answering the question who I am) is one aspect The basic point is the human condition (Berger, & Heath, 2007 and Kleine, 1993). Brand has the ability to reform, transform, and transfer consumer ideal identities (Farnis, 2009, Lam et al, 2010, Strizhakova et al., 2008). This process is evident through the idea of brand identity. The brand personality, as a concept that contains semantic meanings helps consumers to reach their goals and projects with their basic identities (Fournier, 2009, and Holt, 2005). Therefore, brand personality is a unique attribute that is perceived by the consumer a unique and credible term is defined by our effort to mean the identity of the brands market. Brand personality is a kind of attribution of human traits and brand life. The brand personality is in fact a set of human and brand-related features (Avis, 2009). Although this concept was expressed a number of years ago, as long as Acer started to create a brand personality scale, there was still no systematic and empirical study of this kind (Calavova, 2011). In the marketing world today, brand personality has a fascinating concept.

A moral name increases the credibility of the company, and this credibility, as a ring, strengthens the name and logo (Nassiri pour et al., 2010). Brand personality is one of the major features of the brand, which has to be said brand personality is defined as "a set of human features or attributes that consumers assign to a brand" (Aaker, 1991). Keller (2006) states that, unlike the intrinsic qualities of a product that serves as useful functions for consumers, the brand personality tends to use a symbolic function or self-identity. Malhotra also believes that the brand personality embraces the emotional aspects of a brand and enhances the concept of a brand to the consumer and enables the consumer to express his opinion.

Brand Identity:

Identity, cornerstone is one of the most important areas of study in recent years in corporate marketing (Balmer, 2008). This term provides a basis for providing multiple concepts such as Brand Identity (Balmer, 2012). Brand identity is a strategic and effective instrument of the company, and is the main source of sustainable competitive advantage, which provides many benefits to organizations (Malvar, 2003). Brand identity represents the basis for its image and reputation. If the brand identity is well managed, it will lead to perceptions, attitudes and positive behaviors among different stakeholders; For example, from the perspective of consumers, it adds a unique identity, coherent, and distinctive to the value of the company's products (Coleman, 2011). And increases their preferences and loyalty (Simões et al., 2005). Brand identity also affects the attractiveness of the organization and helps companies increase motivation for employees. And attract better and qualified applicants (Melewar, 2003) and invest more (Arendt, Brettel, 2010). Brand identity is a collection of functional and rational links with the brand. These links are not a reason to buy, but they create unpopularity and unpopularity.

These links can include a unique sign, brand colors, logo, highlighting lines and the like. Brand identity is a kind of promise or suggestion given by organizations to consumers. Brands can be placed as a product, personality, set of values or position in the consumer's mind.

Brand identity is all that organizations want their brand to look like. Consumers link brands with brand identity. Brand identity has become an issue from the early 1990s, which has increasingly attracted the interest of university students. In general, organizations that provide brand-specific, specific, and specific brand identity, Can provide the ground for their superiority in the market and create value for their desired segments, including customers (Bangestan and Cervais, 2005; Ahmnus, 2009). Brand identity also helps promote trust, facilitates differentiation, and helps brand recognition through consumer awareness (Bamgraud and Schmidt, 2010).

Prestige Brand:

A study titled "Imagination about yourself," showed that people's need for approval is consistent with their needs for highlighting. This issue is based on positive opinions about itself and leads to increased self-esteem (Stock burger, 2011). This need, which is related to identity, is partly achieved by identifying people with well-known social nature, such as organizations. This aspect is in line with the concept of self-developed in relation to the customer, which is to mean the

integration of products and services that are positively passed from owner to customer sense (Bhattacharya, 2003). Brand Prestige means the perception that other people believe is a well-considered brand. Many researchers believe that the credibility and prestige of a brand leads to a sense of identity (Aaker, 1996).

Research background:

The results of the research titled "Relationship between brand equity value and organizational performance based on the CBBE model" by Ali Marvoti and others are: The results showed that the brand value of communication and correlation more than 70% of the company's performance. Indicators that are more related to Brand Concepts have a high-performance relationship. Hence, it is suggested that insurance companies organize programs for effective communication with their customers. There is a very strong connection between perceived quality and sales.

Customers under the influence of the quality perceived by the organization increase their loyalty and provide oral-to-mouth advertising (Morovati et al., 2011). The most complete accepted definition of brand equity is presented by Aaker (1995) Brand equity A set of features and assets attached to a brand is a name and indication that adds value or value to the value provided by a product / service for its company and its customers (Seyyed Java din and Shams, 2006).

The results of the research, entitled "Investigating the Factors Affecting Brand Selection by Customers Using Factor Analysis", were revealed. Customers are more likely to be concerned about being easy, ambiguous, understandable, writing, and retaining their selective brand.

The results of this research, especially in the area of product simplicity and ambiguity, have a high similarity to the research (Tsuji, 2004) (Samei Nasr and et al, 2011). The results of the research entitled "The Impact of Dimensions of Brand Social Power on the Level of Customers' Mental Readiness Levels on Purchasing Decision" implies that Different dimensions of brand social power, such as brand strength, brand power, social power, brand legitimacy, social power, brand equity, and the level of customer readiness in the purchasing decision have different effects (Hyderzadeh et al., 2010). In the results of the research entitled "Understanding the Organizational Effective and Decisive Factors on the Creation of a Valuable Name" Which internal factors include organizational culture, core values, marketing information system, marketing intelligence, organization technology in creating brand value. But the most influences in this regard belong to the characteristics of the product (Kafashpour and Nikan, 2011).

Table 1: Research background

Results	Title	Authors
The Effect of Sensory Strategies and Sensory Marketing Model SMIn line with the use of five senses and senses aimed at the establishment of a brand in the human mind	The experience of a five-dimensional brand name in relation to	Hultén (2011)

	human minds and senses	
Sentimental marketing acts positively in changing feelings about the nature of the brand, and can even lead to mouth-to-mouth advertisements, stimulate shopping behavior and lead to loyalty.	The effect of sensory marketing on customer's sense of brand nature	Aronne, Reis, & de Vasconcelos (2009)
One can use the best form of sensory marketing to create a brand	How Does Sensational Marketing Work in Brand Creation?	Srivastava (2008)
There is a meaningful relationship between brand image and brand awareness with brand equity value.	Brand image and brand awareness with brand equity from the perspective of insurers in Asia Insurance Company of Mazandaran province	Ghasabian&Ahmadi (2014)
Sensitive marketing variables, trust and commitment have a positive and significant effect on customer loyalty.	Investigating the role of relationship marketing, sensory and supportive in customer loyalty	Sheidaei, Fazl zadeh & Faryabi (2013)
The five senses also affect consumer behavior and strategic stimulation of this sensation can be a practical way to attract and increase customer loyalty.	To sensory marketing: Five senses stimulation (visual, auditory, olfactory, touch and taste) and its effect on consumer behavior.	Shabgu & Mirzaie (2012)
Sensory marketing is a modern and appropriate marketing approach that can create a pleasant experience for its customers and turn them into loyal customers by creating this experience.	Conceptual framework for measuring the effect of sensory marketing on the formation of customer intentions in service organizations	Rahimnia (2013)

Research Methodology:

In the current research, the researcher seeks to assess and explain the relationship between components (brand credibility, brand content, brand equity, brand identity, brand image, brand prestige, brand loyalty and brand personality). The research method is correlation. The statistical population of this study is the users of the Abasaltian group website (Www.Abasaltian.Com). Questionnaires were distributed and collected through email marketing. The data collection tool was a eight-part questionnaire. Brand credential standard questionnaire has 12 questions and measures three dimensions of expertise, attractiveness and reliability (Khosrow Abadi, 2015).The standard brand credential has 9 questions and it measures three aspects of image quality, video quality and publishing time (Sheikh Bagloo, 2014).The brand equity questionnaire has 15 which is designed in accordance with the standard Acer model and measures five brand loyalty dimensions, brand awareness, perceived quality, brand association and other brand assets (Hossein Zadeh and Backtash, 2016).The brand image questionnaire is based on the Schoing model (2015) in 9 questions and three dimensions of the functional image, the symbolic image and the empirical image (Hossein Zadeh and Baktash, 2016).Brand Identity Questionnaire has four questions (Washburn et al., 2004).Standard Prestige Brand Questionnaire has been used in one dimension and 6 questions (Salimi Zavieh, 2016). Validity and reliability of all parts of the questionnaire have been confirmed in previous studies.

Data analysis:

Descriptive Statistics

Of the 269 participants, 55% had undergraduate degrees, 35% had graduate degrees and 10% had doctoral degrees. Also, 42% of the people were women and 58 men were men.In terms of age, 35% of the participants aged 25 to 30, 38% of people aged 30 to 35 years, 22% of people aged 35-40, and 5% of those over 40 years of age. In terms of work experience, 28% had a work experience of less than 5 years, 52% had between 5 and 10 years, and 20% had more than 10 years of work experience.

Inferential statistics:

To test the status of sixteen dimensions and components in the brand, the mean test was performed. The zero assumption and the opposite assumption are defined as follows:

H_0 : The average afterthought is equal to 3

H_1 : The average afterthought is equal to 3

Tables 2 and 3 show the mean test results for the sixteen components studied. The significance level of zero and (less than 5%) and the obtained t coefficient confirmed the result that the zero assumption for all components is rejected and the mean of the dimensions studied is not equal to 3.Since in all of the components the lower limit is positive and the upper limit is also positive, the average of these dimensions is greater than the test value, that is, the number three. This test

was carried out at 95% confidence level. The highest mean value is related to the two dimensions of perceived quality and expertise, and the least value of the mean of the functional image dimension

Table 2: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Specialty	269	4.7308	.88281	.07743
Attractive	269	4.1237	.65821	.08854
trustworthy	269	4.4521	.75124	.07532
Content images	269	3.8887	.60011	.06644
Video content	269	3.9854	.54218	.04523
Content publishing time	269	4.1007	.41214	.05689
Brand loyalty	269	4.2201	.42756	.04578
Brand awareness	269	4.6547	.54577	.07542
Perceived quality	269	4.7474	.45549	.08653
Brand associations	269	4.1011	.85751	.05724
Other assets	269	4.1754	.66674	.06898
Functional image	269	3.1999	.62433	.07755
Symbolic image	269	3.7752	.88640	.06996
Experimental image	269	3.9887	.88996	.07128
Brand Identity	269	4.0014	.78729	.08801
Prestige brand	269	4.1001	.75920	.07877

Table 3: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Specialty	9.438	268	.001	.74527	.6576	.7850

Attractive	9.438	268	.011	.73745	.5001	.8104
trustworthy	9.438	268	.000	.86971	.7485	.7410
Content images	9.438	268	.003	.74580	.8596	.8852
Video content	9.438	268	.032	.57897	.7058	.9514
Content publishing time	9.438	268	.009	.89652	.7755	.7532
Brand loyalty	9.438	268	.000	.66887	.8401	.6541
Brand awareness	9.438	268	.000	.66873	.8623	.5478
Perceived quality	9.438	268	.017	.74545	.7845	.5698
Brand associations	9.438	268	.000	.65879	.4896	.5632
Other assets	9.438	268	.005	.87542	.7458	.6587
Functional image	9.438	268	.021	.74589	.7854	.4589
Symbolic image	9.438	268	.019	.89990	.7990	.6587
Experimental image	9.438	268	.006	.87410	.4587	.8475
Brand Identity	9.438	268	.000	.87452	.5001	.8695
Prestige brand	9.438	268	.000	.85961	.6216	.7584

Correlation test

The results of this analysis are presented in the following table. Between the dimension of brand content with three dimensions of expertise, attractiveness and reliability, and between brand equity dimensions with three dimensions of functional image, symbolic image and empirical image, there is a positive relationship. Since the significance level of the test is less than 0.05, the significance of these numbers is confirmed. The highest correlation between the brand content dimension with the dimension of attractiveness with the numerical value of 0.756 and the highest association of brand credibility with the symbolic image dimension was obtained with a numerical value of 0.745.

Table 4: Correlation between brand credibility and brand content

		Specialty	Attractive	trustworthy
Brand content	Pearson Correlation	.685**	.756**	.701**
	Sig. (2-tailed)	.003	.001	.000
	N	269	269	269

Table 5: The correlation between brand image and brand credibility

		Functional image	Symbolic image	Experimental image
Brand credibility	Pearson Correlation	.547**	.745**	.645**
	Sig. (2-tailed)	.000	.000	.000
	N	269	269	269

Regression test:

In this research, multivariate regression analysis has been used to understand the impact of five dimensions (brand credibility, brand content, brand identity, brand image and brand prestige) on brand equity. This multivariate regression analysis is shown in the following table. The positive beta values shown in the following table show a model that is:

$$Y = 0.457x_1 + 1.324x_2 + 1.421x_3 + 1.521x_4 + 1.210x_5 + \epsilon$$

In this case, x1 represents brand credentials, x2 represents brand content, x3 represents brand identity, x4 represents brand image, and x5 represents brand prestige. Which shows a positive effect on the results of all five factors?

According to the results of the following table, we conclude that five dimensions of brand credibility, brand content, brand identity, brand image, and brand prestige influence brand equity. The results of the significant level confirmed the existence of these influences and relationships. The following is the results of the multivariate regression test.

Table 6: ANOVA^a

Model		Sum of Squares	Mean Square	F	Sig.
1	Regression	12.745	3.145	8.001	.001 ^b
	Residual	29.258	.327		
	Total	41.475			

Table 7: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.645	.317		5.441	.000
Brand credibility	.444	.245	.457	2.249	.027
Brand content	1.234	.424	1.324	2.542	.021
Brand Identity	1.456	.501	1.421	2.427	.024
Brand image	1.687	.527	1.521	2.863	.010
Prestige brand	1.078	.424	1.210	2.578	.015

Prioritization of Factors Using Fuzzy Analytical Hierarchy Model:

In using fuzzy hierarchical analysis to decide on brand issues, the mere use of judgments by a manager in forming a paired comparison matrix cannot be highly accurate. Perhaps co-operation and collaboration of group efforts is a logical and comprehensive means for a decision-making system. New organizations are so extensive and widespread that their management is beyond the control of an individual, and managers are forced to help others in making decisions and managing the affairs of organizations. The complexity of management decisions requires the participation and use of multiple people with different specializations and with different job positions. In this section, five factors of brand credibility, brand content, brand identity, brand image and brand prestige are prioritized using the fuzzy hierarchy analysis model.

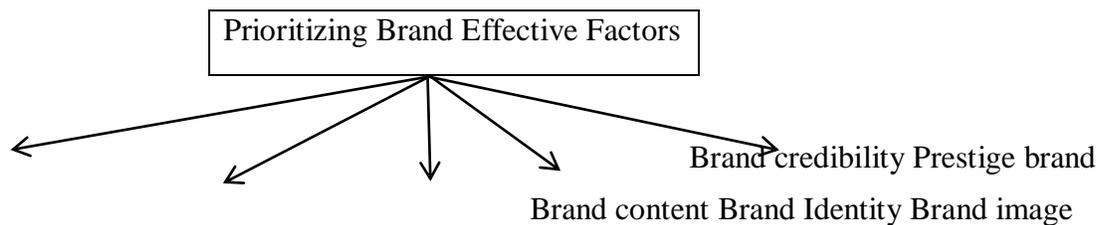


Figure 2: Hierarchical tree analysis in the fuzzy hierarchical process analysis technique for prioritizing

If the fuzzy numbers are triangular, they are represented as (li, mi, ui) in this case:

$$S_i = \sum_{j=1}^m M_{gi}^j \times \left[\sum_{i=1}^n \sum_{j=1}^m M_{gi}^j \right]^{-1}$$

$$\sum_{j=1}^m M_{gi}^j = (\sum_{j=1}^m l_j, \sum_{j=1}^m m_j, \sum_{j=1}^m u_j)$$

$$\sum_{i=1}^n \sum_{j=1}^m M_{gi}^j = (\sum_{i=1}^n l_i, \sum_{i=1}^n m_i, \sum_{i=1}^n u_i)$$

$$\left[\sum_{i=1}^n \sum_{j=1}^m M_{gi}^j \right]^{-1} = \left(\frac{1}{\sum_{i=1}^n u_i}, \frac{1}{\sum_{i=1}^n m_i}, \frac{1}{\sum_{i=1}^n l_i} \right)$$

Table 8: Matrix Comparison of Couples Criteria

Compare benchmarks	Brand credibility	Brand content	Brand Identity	Brand image	Prestige brand
Brand credibility	(1,1,1)	(1,2,4)	(2,4,6)	(1,2,4)	(0.25,0.5,1)
Brand content	(0.25,0.5,1)	(1,1,1)	(1,2,4)	(1,3,5)	(0.16,0.25,0.5)
Brand Identity	(0.16,0.25,0.5)	(0.25,0.5,1)	(1,1,1)	(0.25,0.5,1)	(0.11,0.14,0.2)
Brand image	(0.25,0.5,1)	(0.2,0.3,1)	(1,2,4)	(1,1,1)	(0.14,0.2,0.33)
Prestige brand	(1,2,4)	(2,4,6)	(5,7,9)	(3,5,7)	(1,1,1)

Table 9 - Calculation of normalized weights of criteria

Total rows	Si	Abnormal weight	Normalized weight
(5.5,10,17)	(0.05,0.15,0.44)	0.64	0.18
(3.61,7.08,12.5)	(0.03,0.11,0.32)	0.47	0.13
(1.9,2.55,3.95)	(0.019,0.04,0.1)	0	0.05
(2.71,4.2,7.58)	(0.02,0.06,0.19)	0.2	0.06
(13,21,31)	(0.13,0.33,0.81)	1	0.4
(11.25,18.5,27)	(0.11,0.29,0.71)	0.93	0.39

Structural Model Evaluation (Examination and Analysis of Assumptions)

The hypotheses were considered in the framework of the Structural Problems Model and the structural model path was evaluated. Each path corresponds to one of the assumptions of the model, where the numbers on the arrows are the path coefficients. Testing each hypothesis by examining the sign, size and statistical significance of the path coefficient (beta) between each variable with the dependent variable. The path coefficient indicates the direct effect of a structure on another structure. The higher the path coefficient is, the higher the predictive value of the current variable than the dependent variable.

Considering the results of the study of the relationships between independent and dependent structures, using the relevant coefficient, we can examine the significance of the effects between the research structures. In order to examine the significance of the path coefficient, or the beta, the significance of the t-value for each path coefficient should be considered (Taghavi et al., 2011). Figures 3 and 4 and tables 10 and 11 show the summary of the results of the analysis with PLS for testing the structural model, in particular the standardized path coefficient (β) and the T-statistic.

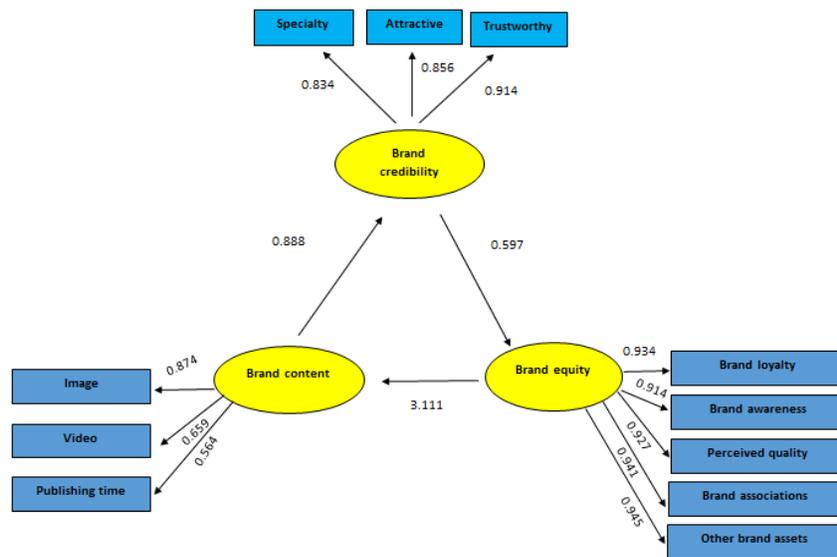


Figure 3: The tested research model path coefficients

Table 10: Results of the modified model test

Independent variable	Dependent variable	T Statistics (O/STER)	Standard Error (STERR)	Standard Deviation (STDEV)	Sample mean (M)	Original sample (O)
Brand content	Brand credibility	39.266	0.022	0.022	0.88	0.888

Brand content	Brand value	3.014	0.104	0.104	8	0.31	0.311
Brand credibility	Brand value	6.026	0.097	0.097	4	0.59	0.597
					1		



Figure 4: Research Pattern (T) values

Table 11: Test results of hypotheses

Independent variable	Dependent variable	Beta	T	Result t
Brand content	Brand credibility	***0.888	39.248	0.022
Brand content	Brand value	**0.311	3.011	0.104
Brand credibility	Brand value	***0.597	6.023	0.097

First hypothesis: The beta coefficient for the first hypothesis is 0.888, which indicates that the brand's brand impact on brand reputation is 88%. .Which means that 88% of brand credibility changes relate to brand content; and since the value of t is calculated, this hypothesis is higher than 39.324. It can be said that there is a significant positive correlation between brand content and brand credibility in the level of 0.05.

Second hypothesis: The beta coefficient for the second hypothesis is 0.311 that indicates this value The effect of brand content on brand equity is 31%, which means that 31% of Brand

Change is related to brand content; And since the value of t is calculated, this hypothesis is greater than 2.58 .It can be concluded that there is a significant positive relationship between brand content and brand equity at the level of 0.01.

Third hypothesis: The beta coefficient for the third hypothesis is 0.597, which indicates that the effect of brand credibility on brand equity is 59%. . Which means that 59% of Brand Change is related to brand credibility; And since the value of t is calculated, this hypothesis is greater than 3.392,It can be said that there is a significant positive correlation between brand equity and brand credibility at the level of 0.01.

Conclusion:

The personal brand is a bit wider than the corporate brand And it's not just a professional marketing process To create a personal brand instead of starting marketing processes such as market segmentation, targeting, production, pricing, etc., individuals must begin with their own definition. This research was conducted on the brand Abasaltian Ali, and the most important factors affecting the value of the brand Abasaltian was studied. Data were analyzed using SPSS, Fuzzy AHP and PLS. The positive effects of brand content on brand credibility, the positive impact of brand credibility on brand equity, and the positive impact of brand credibility on brand equity. Through prestige hierarchy analysis, the brand received the highest priority among other research components. For future research, analysis of other powerful personal brands (artists, politicians, athletes, etc.) is suggested.

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