BRAND AWARENESS, BRAND PERSONALITY, BRAND LOYALTY AND CONSUMER SATISFACTION RELATIONS IN BRAND POSITIONING STRATEGIES (A TORKU BRAND SAMPLE)

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ABSTRACT

Together with the competition strategies based on product range applied in the dynamic structure of today's market, consumers started to have more alternatives and struggles for brand positioning has become difficult. Sticking in today's consumers' minds is much more difficult especially in generic markets selling products like food. It is especially hard to become distinct among rival brands since today's consumers are conscious and have high living standards. The main purpose of the businesses is to create an appropriate brand personality for their strategies, and attain a satisfied and loyal consumer portfolio by providing brand awareness.

In this study, consumer attitudes and behaviors towards TORKU brand were researched, which tries to be positioned in the market with its natural, additive-free and healthy food product messages in the food markets of our country. In the research, the relations of brand awareness and brand personality were examined, and it was tried to determine the effects of brand personality on consumer satisfaction and loyalty. For this purpose, a questionnaire was conducted on 400 people living in İstanbul, 200 of whom are TORKU customers. To verify that the data obtained is appropriate for the research model, a structural equation modeling test was performed by Lisrel 8.7 statistical program. The relations among brand awareness, brand personality, consumer satisfaction and brand loyalty factors, and the effects of positioning practices over consumer loyalty were determined. With the data gathered, a discriminant analysis was done to determine whether the attitudes of TORKU customers are different from other consumers. In accordance with the results of the research, strategy suggestions were developed with regards to brand positioning.

Keywords: Brand Positioning, Brand Awareness, Brand Personality, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

Technological developments and modern marketing understanding, increasing with consumer awareness and customer-oriented approaches, have led to an increased diversity of alternative products presented to consumers in world markets. Having satisfied and loyal customer presence regarding product/service brands, which will lead businesses to success, has become one of the most significant aims. Many brands of equivalent qualities and characteristics are competing with each other in the consumer markets. Therefore, the strategy of positioning followed for sticking in consumers' minds in this fierce competition environment and being preferable by standing out amongst similar brands to earn brand value have gained importance.

Brand positioning can be defined as an important part of brand personality/identity and brand value, which shows that it can communicate with the target consumer and provides more advantages compared to other rival brands (Aaker, 1996). When brand positioning is evaluated in terms of TORKU brand, the subject of the research, these three situations are;

- The product of the business is completely similar to the rival products,

- It is different from the rival products,

- The product is superior compared to rival products.

It can be said that the TORKU brand has a reputation for having the second and the third qualities above. The products which are produced under the TORKU brand are presented with an emphasis on being different from the rivals with regard to producing natural and additive-free products. On the other hand, the emphasis on natural and additive-free products can be regarded as superiority over rival products. In the point of view, the research stars from a literature review which includes brand positioning, brand awareness, brand personality, customer satisfaction and brand loyalty. It continues with a research on TORKU brand. And then it finalizes with the analysis and evaluation of results.

LITERATURE REVIEW

Brand Positioning

In general, positioning strategy is stated as the description of the product and the most important component of it – the brand – by consumers. For rivals, it is also defined as the applications for sticking in consumers' minds. The place of positioning strategies is quite important in brand management. In that the item that defines and makes the brand different becomes the way how it is perceived in the consumer mind. This is continuously supported by communication efforts. Because positioning is making the presentation of one business different from those of the rivals', it is also essential to make the presentation of the product and service different from those of the rivals' as well. At this juncture, three different situations come into the picture (Odabaşı and Barış, 2002).

Although there are a number of methods for brand positioning, only the basic approaches are listed below (Aydın, 2005:61-66);

- The positioning that has an emphasis on product features,

- The positioning depending on Price-Quality relationship,

- The positioning that has an emphasis on the use of the product,

- The positioning that has an emphasis on the class of the product,

- The positioning that has an emphasis on the users of the product,

- The positioning which compares itself with the rivals,

- The positioning with cultural symbols,

- Life-style oriented positioning,

- Brand personality oriented positioning.

When the methods and the positioning of TORKU brand are evaluated, it is possible to say that the positioning methods which are applied, have an emphasis on natural and additive-free, healthy, product feature; that the brand has a pricing policy that is similar to well-known brands and is not so cheap considering its high quality; that it has an emphasis on a healthy life-style and conscious consumer; and also that it is different from the rival products by having a healthy, natural and additive-free brand personality focus. Therefore, it can be said that it has achieved to be a well-known brand in a short time with its rapidly increasing customer portfolio. From this point of view, determining the place of TORKU in consumers' minds in terms of the focus on the brand personality forms the basis of the research. In marketing communication, it is tried to create a brand personality by attributing products human personality characteristics. This approach is frequently taken in positioning the brands which provide symbolic benefits. TORKU brand can be interpreted as a brand that lays emphasis on healthy, additive-free and natural product features as well as a brand personality reminding a healthy, pure and natural human. It can be said that in the commercial films of TORKU brand products, this situation is emphasized. One of the significant differences between the product and the brand is that the product is the object or the service, whereas the brand is a symbol or sign perceived by the consumer. The product has a form and features. These can change in time and be developed. It provides physical benefit for the consumer. It is concrete and has physical components. It is produced in a factory or in a service sector. However, the brand depends on creativity. It satisfies the needs of the consumers and it is permanent. It is regarded as an indicator of status by the consumer. It has a

personality. Unlike the product, it is abstract and it has emotional components. The product appeals to the left (rational) side of the brain, while the brand appeals to the right (emotional) side (Kırdar, 2015).

Erciş et.al. (2010) found that, the effective factor is prestigious positioning in preferences of foreign brands. On the other hand, prestige is a parameter of personality. Consumers tend to prefer highly conscious brands that will bring them prestige, give them a sense of belonging to a certain group and a certain identity in the purchasing process. Therefore, besides the key features of the product of the brand in meeting the consumer's needs, awareness for it is also has a significant place in the formation of brand personality and the placement of it in the consumer's mind with this personality. As it is understood, the concepts of brand personality, brand awareness, the perception of the consumers towards the product quality of the brand, the belief in the brand, attitude, satisfaction and brand loyalty are significant in brand positioning. Also, these concepts are associated with each other.

Brand Awareness

Brand awareness is seen as a super definition including brand acquaintance, potential of being remembered, information and the ideas about the product. In a common sense, the brand takes an effective place in the minds of the consumers by comparing it among competitors' brands. Brand awareness has to do with to what extent it occupies in the mind of the consumer and an important dimension of brand equity. (Aaker, 1991, Keller, 1993). Brand awareness plays an important role in all dimensions of brand equity. (Aaker 1991, Aaker, 1996, Agarwal et al 1996, Berry, 2000, de'Chernatony and Malcolm, 1998, Farghuar, 1990, Keller, 1998, Keller, 1993, Yoo and Donthu, 2000). Particularly, brand association originates from brand awareness. At the first phase of brand loyalty awareness or familiarity of the brand is highly important. Meanwhile, that the brand is known helps the product to be recognized as having good quality, because consumers prefer known brands though they are not sure about the quality of the product (Engel et al. 1978).

Brand Personality

Firstly S. King tried to define the concept of brand personality (Schiffman; Kanuk, L.L, 2000). But it is developed especially by Aaker (Tiğlı, 2003). Brand personality is vital for brand managers to create a unique brand image. This is the idea of the brand`s organizations, beliefs, or promise to provide customers with the quality and the brand represents. Brand personality, with the features, proposition will help to establish the relationship between brands and customers. According to Aksoy and Özsomer (2007) the definition of brand personality is that human characteristics associated with a brand. For example the COLA TURKA is known dignified, traditional, nationalist and considerate on the other hand COCA COLA is accepted young, fun-loving, and friendly (Aksoy and Özsomer, 2007). The other definition of brand personality is that the personality traits associated with a brand to distinguish between the brands. Another view for brand personality is that if the brand were a person, what would be personal traits? (Hoyer; McGinnis, 1997). Some researchers believe that the brand personality is 3th dimension of brand after the physical and functional attributes of the brand (Engel; Blacwell; Miniard, 1995).

Brand personality and human characteristics might have the same conceptualization (Epstein 1997) but they are different terms of how they are formed. Perception of human personality traits make out the basis of an individual's behavior, physical characteristics, attitudes and belief, and demographic characteristics (Park, 1986). On the other hand, any direct or indirect contact that the consumer has with the brand affects to create the perception of brand personality (Plummer, 1985). Personality traits are connected with a brand in a direct way such as the imagery of users the brand. It can be defined as "the set of human characteristics associated with the typical user of a brand" (McCracken, 1989). Additionally, brand personality can be created in an indirect way during the product such as symbol or logo, brand name, advertising style, price and distribution channel (Batra, Lehmann, and Singh, 1993, Mishra and Pradhan, 2011:4). In additional, personal characteristics researchers argue (Levy, 1959) that brand personality includes demographic characteristics such as gender, age, and class (Aaker, 1997:348).

Customer Satisfaction

In the literature, satisfaction is defined in various ways (e.g., Tse and Wilton, 1988; Westbrook and Oliver, 1981; Oliver and Bearden, 1983; Day, 1984). According to Westbrook and Oliver (1981) satisfaction is believed to intervene with customer learning from prior experience and to clarify key post purchase activities.

Oliver and Bearden (1983) claim that customer satisfaction impacts attitude after purchase and this attitude immediately influences the repurchase intention. Additionally, Day (1984) states that satisfaction is a post purchase evaluative judgment concerning a specific purchase selection. Considering these and similar studies (Hunt, 1971; Oliver, 1997) the general description of satisfaction is "The customer's fulfillment response. It is a judgment that a product or service feature or the product service itself provide (or providing) a pleasurable level of consumption related fulfillment, including levels of under an over-fulfillment" Oliver (1997).

Many studies are conducted on customer satisfaction (e.g., Oliver, 1980, 1997, 1999; Yi, 1990, 1993).Researchers usually attempt to identify the antecedents of customer satisfaction by applying an expectation-disconfirmation model (Yi, 1990, 1993). Although in earlier work focused on global evaluations (Griffin and Houser, 1993) researchers have tended to explore attribute level conceptualization (Mittal, Ross and Baldasare, 1998). Attribute level antecedents of satisfaction made up of functional, symbolic and experiential benefits. By means of that, it is believed that post consumption of experience might influence on customer satisfaction (Ajzen and Fishbein, 1980). The concept of customer satisfaction is reviewed variously in the literature but generally the 'disconfirmation of expectation' model which is established by Oliver (1990) is used by researchers. The model based on customer related approach and can be inspected by three steps. Firstly, buyers have a set of expectations before buying the product or they can create it. Secondly, after purchases the status of meeting antecedent to expectations may occur or not. Finally, according to the differences between expectations and the perceived performance of the product or services negative or positive refusal happens (Oliver, 1980).

According to Tse and Wilton (1988) and Yi (1990) customer satisfaction is defined as an evaluative summary of consumption experience, based on the discrepancy between prior expectation and the actual performance perceived after consumption. Regarding to several studies (e.g., Oliver, 1980, 1997; Yi, 1990) brand attitudes and satisfaction are regarded as distinct concepts. Oliver (1981) asserts that customer satisfaction is relatively temporary and consumption specific whereas attitudes are relatively continuous. Several experiential studies showed that satisfaction is distinct from brand attitude (Oliver, 1980, 1981; Westbrook and Reilly, 1983; Tse and Wilton, 1983). As a result, customer satisfaction is generated as a key causal envoy responsible for experience based on attitude change (Oliver, 1981).

Brand Loyalty

Loyalty is an old-fashioned word traditionally used to describe fidelity and enthusiastic devotion to a country, a cause, or an individual. It has also been used in a business context, to describe a customer's willingness to continue patronizing a firm over the long term, preferably on an exclusive basis, and recommending the firm's products to friends and associates (Lovelock and Wirtz 2011). The loyalty issue has been investigated comprehensively in the field of marketing and consumer behavior. The concept of customer loyalty can be defined as the power of the belief of consumer to a brand or a product. Information about the brand plays a fundamental role in shaping the preferences of consumers between products/brands. Consumers' perception of diagnostic features of a brand and affected by these features lead to an increase brand loyalty. The most basic feature of a strong brand is the creation of a loyal consumer to itself. A brand which had strategically improved brand loyalty in its own product category can prevent the entry of new products to the market (Uztuğ, 2003).

The Relationships Among the Variables of the Research

There are many studies which investigate the relationship between the brand personality and the brand loyalty. In all studies, it is found that brand personality has a positive effect on brand loyalty. Consumers might like the brands which have more different brand personality, and it also might be that consumers are more familiar with the brands which are preferred by them. Consumers are likely to prefer brands and products in parallel with their own personality traits. On the other hand, all the marketing activities are used for having consumers identify a brand personality and strengthening the communication between the brand and the consumer in order to increase brand loyalty and brand equity (Govers and Schoormans, 2005). According to the research of Tuna and Özkul (2013), marketing mix strategies make the perceived quality, brand association, loyalty and awareness increase which are the factors help to buy again.

According to Kumar et al. 2006 the shape of a brand personality should be long-lasting and consistent. Additionally, it should be distinctive from other brands and meet the demand of consumers. In this study, the connection between brand personality and brand loyalty is examined by using durable goods (cars), and consumer goods (tooth-pastes).Consequently, brand personality may influence consumers' brand loyalty to consumable goods.

Many researchers conduct empirical evidence of a positive relationship between customer satisfaction and brand loyalty (Chandrashekaran et al., 2007; Chiou, Droge and Hanvanich, 2002; Cronin, Brady and Hult, 2000; McDougall and Levesque, 2000; Ranaweera, 2007; Rust and Zahorik, 1993). According to Oliver (1997), companies can gain loyal customers with satisfying customer needs and wants. Many researchers have a similar view for that e.g. Evans and Berman (1997) claim that companies whom have satisfied customers have the edge on to transform into loyal customers because they are the buyers from those firms over a long period of time. Fornell et al. (1996) said that "increased customer satisfaction also increased brand loyalty in terms of repurchase likelihood and price tolerance given repurchase". The concept of loyalty is both positive attitudes and behavior. Particularly, Oliver (1993) asserts that customer satisfaction impacts on attitudes positively. Şahin et.al. (2011:11199) found that brand satisfaction is very important for automobile customers and brand satisfaction has an effect on repurchase intention. In another research on automobile customers showed that brand satisfaction has a significantly positive influence on brand loyalty. (Şahin et.al 2011: 1299). These positive attitudes were found to repeat attitudes toward a product or a brand, like reinforcement of the level of positive effect. Customer satisfaction, which is the antecedent to loyalty, is a positive attitude.

In the literature several researches (e.g.; Bowen and Chen, 2001) argue that it is not enough having satisfied customers, having extremely satisfied customers is a necessity. This is because, that is supposed customer satisfaction brings about customer loyalty. Guiltinan, Paul and Madden (1997) assert that satisfied customers are prone to repeat and even become loyal customers. According to Reichheld (1996), 65 to 85 percent of customers, who are satisfied or extremely satisfied, become a loyal customer and defect competitors' products or services provided. Therefore, in order to make sure that customers do not defect for the actual company, Bowen and Chen are correct to say that customers must to be extremely satisfied because they will be also loyal customers. According to Sivadas and Baker-Prewitt (2000) having satisfied customers is not enough, there has to be loyal customers. As a result, customer loyalty and customer satisfaction are closely linked to each other.

In the literature, there are so many empirical studies proofing that there is a relationship between customer satisfaction and brand personality. These studies indicate that customers tend to prefer brands which are attractive for their personalities in an attempt to verify their sense of self to themselves (Park and John, 2010; Swaminathan, Stilley, and Ahluwalia, 2009). Customers have a tendency to choose and implement brands with several outstanding personality dimensions to highlight certain aspects of their own personality in various situational contexts (Aaker, 1999; Helgeson and Supphellen, 2004). Thus if the customers' personality can match with brands' personality, that will cause companies to have satisfied customers directly or indirectly. In addition Aaker, Fournier and Brasel (2004) assert that as the link between brand and customer interacts, the personality traits have instant influence on this interaction. By the time customers notice that the brand personality of the product is coinciding with their self-image so they will indicate a positive feeling toward a brand (Chang, Park, and Choi, 2001). Briefly, if customers realize that brand personality is concurrent with their self-image, their satisfaction increases. Due customers who have high hedonic attitude and emphasize symbolic values will show positive attitude to that brand. Customer satisfaction and customer-brand relationship are increased when there is a similarity between brand personality and self-image. Customer satisfaction is also a fundamental issue that runs to customer-brand relationship. According to Ferreira (1996) if the brand improves customers' positive image within social groups or at least accomplishes to give them an impression of belonging to a social group, then customers will be satisfied. For instance, Peter and Olson (1993) show that if the customers' personality matches with brand personality then, it will bring about the satisfied customer to the company.

According to Siguaw et al. (1999) well established brand personality will end up with enhanced customer preferences, higher emotional attachments to a brand, trust and loyalty. Moreover, Freling and Forbes (2005) claim that brand's personality has a significantly higher number of brand associations when product evaluation is influenced positively by brand personality. Broadly, some researchers (e.g., Govers and

Schoormans, 2005) claim that customers are apt to purchase products with brands' personality match his or her own personality traits. Besides, Filo et al. (2008) assert that connection between the management of popular brands and brand loyalty is established by brand trust. They think that brand managers have to focus on brand trust so as to increase customers' satisfaction level.

METHODOLOGY

Research Goal

In this study, it was tried to determine the relationships between the different variables. These variables are the brand personality dimensions, brand awareness customer satisfaction and customer loyalty variables. It is aimed to improve several suggestions in terms of the results of the research.

Sample and Data Collection

In the study, the data tool was questionnaire forms which were applied to customers in İstanbul. Totally 400 questionnaire forms were prepared. As a result of the elimination of the mistaken and missing forms, 396 forms were evaluated. In the questionnaire form, there are two groups of questions. The first group was prepared to display the demographic characteristics and purchasing behaviors of the participants. The questions in the second group were prepared in Likert scale (5=strongly agree…. 1= strongly disagree).

The Research Model and Hypothesis

Variables of the research are indicated with the model in Figure 1. The hypotheses are as follows related to the relationship between brand personality dimensions and customer satisfaction and brand awareness and customer loyalty:
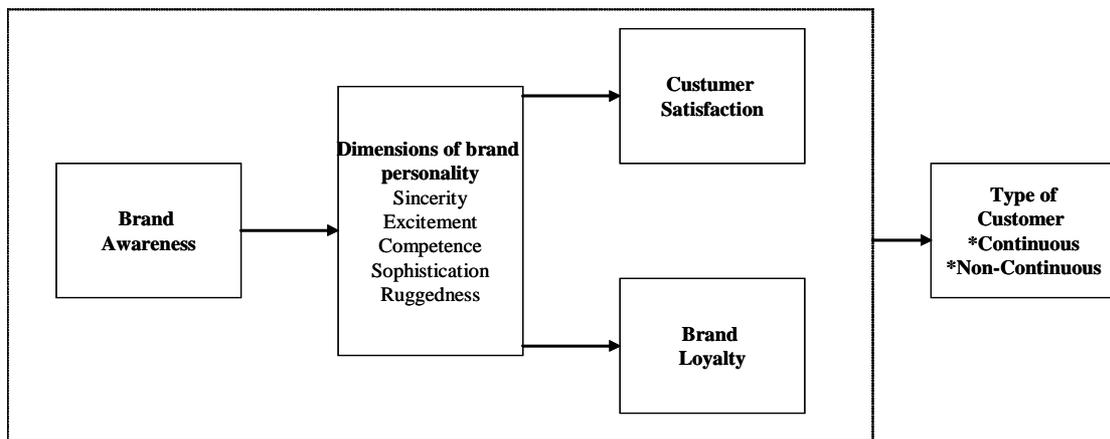
Figure1: Research model

The research model is shown in Figure 1.

The following hypotheses were developed according to the model:

H1: Brand awareness is effective on brand personality.

H2: Brand personality is effective on consumer satisfaction.

H3: Brand personality is effective on brand loyalty.

H4: Continuity in consumer behavior is a distinctive factor in consumer satisfaction.

H5: Continuity in consumer behavior is a distinctive factor in brand loyalty.

H6: Continuity in consumer behavior is a distinctive factor in brand personality.

H7: Continuity in consumer behavior is a distinctive factor in brand awareness.

The variables of the study are in Table 1 and Table 2.

For measuring brand personality, Aaker (1997) developed a 42-item scale to eliminate severance from trait list. This is from three sources-personality scales; from psychologists, personality scales used by marketers (academics and practitioners), and original qualitative researches. Aaker (1997) suggested a Brand Personality Scale (BPS) to explain and measure the "personality" of a brand in five core dimensions; each of them is separated into a set of facets. Her findings propose that although the relationship between human and brand personality is not exactly same, lots of customers are possible to correlate each other with a product by closely matching the brand personality with themselves. As recommended by Aaker (1997), the BPS describes nearly all (93%) of the found differences among the brands. The BPS research also calculated the degree of positive or negative position toward every brand in comparison to other brands in the product category.

Table 1: Dimension of brand personality (Aaker, 1997)

Brand				
Sincerity	**Excitement**	**Competence**	**Sophisticatio**	**Ruggedness**
Down-to-earth	Daring	Reliable	Upper Class	Outdoorsy
Family-oriented	Trendy	Hard working	Glamorous	Masculine
Small-town	Exciting	Secure	Good looking	Western
Honest	Spirited	Intelligent	Charming	Tough
Sincere	Cool	Technical	Feminine	Rugged
Real	Young	Corporate	Smooth	
Wholesome	Imaginative	Successful		
Original	Unique	Leader		
Cheerful	Up-to-date	Confident		
Sentimental	Independent			
	Contemporary			

Table 2: Variables of the study

Brand Loyalty	Aaker, 1991; Yoo&Donthu 2001; Chaudhury and Holbrook, 2001; Oliver, 1999; Sirdeshmukh et al., 2002
Brand Awareness	Yoo & Donthu, 2002; Aaker, 2002;
Customer Satisfaction	Oliver, 1993

In this study, the relationship between Aaker brand personality, brand awareness, brand loyalty and customer satisfaction were attempted to display. In the analysis, through the suggested modifications, the research model was confirmed.

Analysis and Results

Demographic Characteristics of the Respondents

A frequency analysis was done to determine the demographic characteristics of the respondents who participated in the research, and the results are given in Table 3.

Table 3: The distribution of the respondents according to their demographic characteristics

Number/ RatioCharacteristics	Groups	Number	Percentage
Gender	Female	207	50,9
	Male	201	49,1
Age	18-27	81	19,9
	28-37	151	37,1
	38-47	103	25,3
	48-57	42	10,3
	58 and older	30	7,4
Income	2000 TL and below	208	51,1
	2001-4000 TL	89	21,9
	4001-6000 TL	49	12,0
	6001-8000 TL	35	8,6
	8001 TL and above	26	6,4
Education	Primary School	32	7,9
	Secondary School	225	55,3
	Higher Education	150	36,8
	Total	407	100

50.9% of the respondents who participated in the research are female; 57% of them are between 18-37, %51.1 of them belongs to 2000 TL and below income group, and 55.3% of them are secondary school graduates.

Purchasing Behaviors of the Respondents

Purchasing behaviors of the respondents and their conditions of brand use were analyzed in terms of the product type they use. Results are shown in Table 4.

Table 4: Purchasing behaviors of the respondents

Purchasing Variables		Number	Ratio
Condition of Brand Use	Continuous User	283	69,5
	Non-continuous User	124	30,5
Tendency to use the product in the future	I will use	213	52,3
	I won't use	106	26,0
	Neutral	88	21,6

In the application of the research questionnaires, consumers who used TORKU brand products at least once were selected. When the purchasing behaviors of the respondents were evaluated, it was seen that 69.5% of them use the products of the brand continuously. 52.3% stated that they would keep using these products in the future, while 26% said they didn't think of using, and 21.6% told that they were uncertain. It was seen that the tendency of not using the product in the future and uncertain behaviors of the users using the products of the brand continuously had a considerable proportion. It can be said that for brands which have

pretty new positioning backgrounds in the market and which can take place in niche marketing category, it is important to concentrate on the strategy of customer retention after the primary demand is known.

The Test of the Research Model

In the research, confirmatory factor analysis was used primarily to test the brand personality scale. Similarly, confirmatory factor analysis was also used for the scales of brand loyalty, brand awareness and customer satisfaction. The variables that show negative variance, exceed standard parameters (too close to 1.0), and give very big standard errors are controlled (Hair et al., 1998:610), and the inappropriate variables were eliminated.

After the suggested modifications were made in the confirmatory factor analysis carried out for the scales, path analysis was conducted to test the research model. According to the results of the analysis, the model was found inconsistent with the compliance values. In accordance with the suggested modifications, variables were eliminated from all scales. After the modifications were made, the compliance values of the model were at an acceptable level. The compliance values before and after the modification of personal identity scale are shown in Table.5. Similarly, the compliance values of the research model are shown in Table.6.

Table 5: Test of brand personality scale

Compliance Index	Before Modification	After Modification	Acceptable Compliance
Absolute Compliance Value			
Ki-Square (X^2)	1839,37	395,61	
Degree of freedom	247	87	
Chi-Square/df	7,44	4,54	1-5
GFI	0,73	0,93	0,90≤GFI≤0,95
AGFI	0,67	0,89	0,85≤AGFI≤0,90
RMSR	0,11	0,057	0,05≤RMSR≤0,08
RMSEA	0,13	0,079	0,05≤RMSEA≤0,08
Increasing Compliance Value			
CFI	0,91	0,97	0,95≤CFI≤0,97
NNFI	0,90	0,96	0,95≤NNFI≤0,97
NFI	0,90	0,96	0,95≤NFI≤0,97

According to the results of the analysis, it was seen that the model compliance of Chi-Square/df value, and the values of GFI, AGFI, RMSR, RMSA and CFI are not at a statistically acceptable level. According to the suggested modifications, the variables were eliminated and it was seen that the model compliance values reached to an acceptable level. It was determined that the results of the research were in accordance with Aaker's (1997) brand personality model. According to the research, it is also possible to say that the brand, which is positioned as niche with its natural and additive-free product message and has a quite short background in the market, has created a brand personality in a very short time.

Table 6: Test of the research model

Compliance Index	Before Modification	After Modification	Acceptable Compliance

Absolute Compliance Value

Ki-Square (X^2)	3152,93	420,90	
Degree of freedom	455	87	
Ki-Square/df	6,92	4.83	1-5
GFI	0,71	0,90	$0,90 \leq GFI \leq 0,95$
AGFI	0,66	0,85	$0,85 \leq AGFI \leq 0,90$
RMSR	0,096	0.057	$0,05 \leq RMSR \leq 0,08$
RMSEA	0,11	0,080	$0,05 \leq RMSEA \leq 0,08$

Increasing Compliance Value

CFI	0,92	0,96	$0,95 \leq CFI \leq 0,97$
NNFI	0,92	0,96	$0,95 \leq NNFI \leq 0,97$
NFI	0,91	0,96	$0,95 \leq NFI \leq 0,97$

In the research, it was tried to analyze the relations among the factors of brand awareness, brand personality, customer satisfaction and brand loyalty. In accordance with the confirmatory factor analysis results, it was seen that model compliance values were not at an acceptable level. In accordance with the suggestions to modify Chi-square/df, GFI, AGFI, RMSR, RMSA and CFI values, related variables were eliminated. After the modifications, it was seen that the compliance values of the research model reached to an acceptable level. In Table.7., the standard parameters, R^2 values, t values, error variances of the research model are presented.

Table 7: Values of the variables of the research model

Variables	Standard Value	R^2	Error Variance	t Value	Construct Reliability	Explanatory Variance
Brand Personality					**0,87**	**0,73**
Sincerity (Cronbach's Alfa:92,1)	0,67	0,45	0,63	13,27		
I think it is a modest brand.						
I think it is a sincere brand.						
Excitement (Cronbach's Alfa:91,6)	0,76	0,57	0,43	13,69		
It is a vivid brand.						
It is an independent brand.						
Competence (Cronbach's Alfa:91,6)	0,73	0,54	0,43	13,34		
I think it is a successful brand.						
I think it is a leading brand.						
Sophistication (Cronbach's Alfa:91,1)	0,81	0,66	0,35	14,57		
I think it is a high-class brand.						
I think it is an attractive brand.						
I think it is a spectacular brand.						
Ruggedness (Cronbach's Alfa:91,3)	0,78	0,60	0,40	14,03		
It is an extrovert, social brand.						
It is a manly brand.						
I think it is a powerful brand.						
Brand Awareness (Cronbach's Alfa:91,3)					**0,65**	**0,66**
I can find TORKU products in every store.	0,71	0,51	0,53	14,30		
I think TORKU products are healthy.	0,68	0,46	0,76	13,60		
Brand Loyalty (Cronbach's Alfa:91,2)					**0,75**	**0,65**
I spend on TORKU products more compared to other brands.	0,30	0,087	0,94	14,06		
I think I am a loyal customer of TORKU.	0,71	0,50	0,59	5,57		
I feel happy with the decision I've made when I think of TORKU products.	0,78	0,61	0,46	5,66		
I advise my inner circle to buy TORKU brand products.	0,79	0,62	0,36	5,67		
Customer Satisfaction (Cronbach's Alfa:90,9)					**0,83**	**0,60**
I feel happy for consuming TORKU products.	0,64	0,40	0,80	13,05		
I am happy with the quality of TORKU products.	0,70	0,49	0,71	12,56		
I think TORKU products are delicious.	0,81	0,66	0,40	10,66		
TORKU products appeal to my taste buds.	0,79	0,62	0,43	11,27		

The values belonging to construct reliability of the variables in the research model were on an acceptable level. According to the results of the structural equation modeling test performed to examine the research model, Aaker (1997) brand personality scale was verified with sincerity, excitement, competence, sophistication and ruggedness dimensions. In other words, it was seen that the brand, which was positioned in the market with a niche strategy with natural and additive-free product messages, created a brand personality despite of having a brief background. It is perceived as sincere and modest by the respondents. It can be said that the original personality of the brand, which is perceived as vivid and independent, is accepted by the consumer. Since the brand is perceived as successful and a leader, it is thought that the message has been conveyed to the target audience in niche positioning. The brand is perceived as appealing to a higher class, attractive and outstanding. It is thought that this stems from the fact that it doesn't have a very low price level and it highlights a healthy life style. The brand is perceived as extroverted, manly and associated with a powerful personality. It is thought that this perception is influenced by the men acting in the commercial films of the brand and the emphasis on nature.

In the brand awareness dimension, it was seen that the awareness was created by the perception of healthy products and being easily accessible. In the brand loyalty factor, the attitude of feeling happy for agreeing to pay more, advising to inner circles and buying the product stand out. As for the customer satisfaction dimension, it is thought that the positive attitude towards the taste and quality of the product stem from the perception that the products are natural and healthy.

According to the results of the analysis, it was determined that brand awareness has an effect on brand personality and brand personality has an effect on brand loyalty and customer satisfaction.

Therefore, the H₁, H₂ and H₃ hypothesis of the research were supported.

The relations among the model's dimensions of brand awareness, brand personality, brand loyalty, customer satisfaction are shown in Table.8. and Figure.2.

Table 8: The Relations between the variables of research model

| Variables	Standard Value	R^2	Error Varriance	t Value
Brand Awareness-Brand Personality	0.87	0.75	0.25	12.24
Brand Personality-Brand Loyalty	0.91	0.83	0.17	5.48
Brand Personality-Customer Satisfaction	0.91	0.83	0.17	11.07
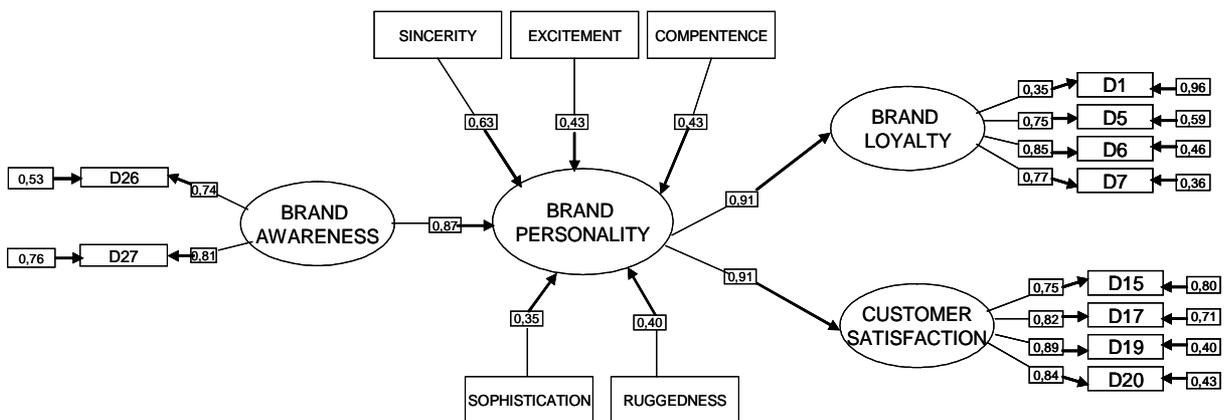
Figure 2: Research estimated model

The Results of the Discriminant Analysis

A discriminant analysis was conducted to determine whether brand awareness, brand personality, brand loyalty and customer satisfaction dimensions have distinctive features or not in terms of the customer types. The participants of study are categorized as continuous customers and non-continuous customers.

Table 9: Canonical discriminant function and Wilks' Lambda values

Eigenvalues

Function	Eigenvalue	Variance	Cumulative%	Canonical Correlation
1	0,377[a]	100.0	100.0	0.523

Wilks' Lambda

Test of Functions	Wilks' Lambda	Ki-Square	sd	The Level of Significance
1	0.726	124,654	8	0.000

As seen in the table, the canonical discriminant function explains 100% of the total variance. The canonical correlation of the function is 0.523. In the test carried out with Wilks' Lambda, the Wilks' Lambda value was 0.726. The significance level is 0.000 and it is statistically significant ($p<0.01$).

Table 10: Structure matrix

Variables	Function 1
Sincerity	0,827
Customer satisfaction	0,770
Sophistication	0,687
Ruggedness	0,574
Brand loyalty	0,495
Competence	0,476
Brand awareness	0,461
Excitement	0,450

According to the results of the analysis, the variables of discriminant factors that have the highest correlations are listed in the structure matrix. The highest correlation is observed in the sincerity as a dimension of brand personality. This result shows that sincerity is the most essential dimension of brand personality for TORKU brand. On the other hand, the highest discriminant feature is observed in customer satisfaction among the factors of the research model. Therefore, it can be said that sincerity, which is one of the dimensions of brand personality, is important for the brand products that have a niche positioning. It is thought that sincerity is highlighted since these are food products. The dimension of sincerity is associated with a sincere and modest personality. It is thought that this perception stems from the image created by the natural and additive-free product messages in the product presentation. This emphasis, by taking place in all its commercial films and promotions, made this dimension of brand personality come to the forefront. It can be said that the results of the study is compatible with the literature. As customer satisfaction is highlighted, and because satisfied customers perceive the brand personality of the product positively, it can be said that there is a circle of increasing satisfaction in a continuous way.

Table 11: The equity test of group averages of customer types related to the dimensions of the research model

Variables	Wilks' Lambda	F	sd1	sd2	P
Sincerity	0,795	101,404	1	394	0,000
Excitement	0,929	30,054	1	394	0,000
Competence	0,921	33,662	1	394	0,000
Sophistication	0,849	69,966	1	394	0,000
Ruggedness	0,890	48,887	1	394	0,000
Customer Satisfaction	0,818	87,941	1	394	0,000
Brand Loyalty	0,916	36,322	1	394	0,000
Brand Awareness	0,926	31,499	1	394	0,000

Whether the variables used in the discriminant analysis show a significant difference depending on the groups can be determined by an F test. For this aim, the variables that have discriminant features between the groups are determined by using the statistics of Wilks' Lambda test. As it can be seen in the table, all factors (p<0.01) have discriminant features. The group averages of these variables are shown in Table 10.

Table 12: Group averages

Variables	Continuous Customers	Non-Continuous Customers
Sincerity	3,6484	2,5752
Excitement	3,4735	2,8761
Competence	3,6060	3,0044
Sophistication	3,5029	2,6372
Ruggedness	3,5972	2,8702
Customer Satisfaction	3,6784	2,8531
Brand Loyalty	3,5103	3,0177
Brand Awareness	3,6555	3,1519

When the averages are analyzed, it can be seen that the discriminant dimensions have a higher average in continuous customers.

Table 13: Results of categorization analysis

	Type of Customer	Estimated group membership		Total
		1	2	
Number	Continuous	226	57	283
	Non-Continuous	33	80	113
Percentage	Continuous	79,9	20,1	100.0
	Non-Continuous	29,2	70,8	100.0

Original group membership

77,3% of original grouped cases correctly classified.

Categorization is made according to the discriminant function that distinguishes the important differences among types of customers whether continuous or non-continuous. 79,9% of continuous consumers and 70,8% of non-continuous consumers were assigned correctly. For the test group, the correct categorization rate of discriminant function's weighted average is 77,3%. In this case, whether the correct categorization rate obtained by the application of discriminant functions to the sample is more significant than a correct categorization rate obtained by a random categorization must be tested (Kurtuluş, 2004).

According to the Morrison possibility model conducted for this aim:

$$P(Dogru) = [(259/396)(226/396) + (137/396)(113/396)] = 0.472$$

P (true) = was found as 0.472. Whether the rate of 0.472 obtained by discriminant function has a more statistical significance than the rate of 0.773 obtained by Morrison possibility model was tested by using the rate test. It has 1% significance level and the Z value was calculated.

$$Z = \frac{0.773 - 0.472}{\sqrt{\dfrac{0.472(1 - 0.472)}{396}}} = 12,4$$

The calculated Z value (12.4) is much bigger than theoretical Z score (2.33). To the result, discriminant function differentiates better than random discrimination.

Therefore, the hypotheses of the study, H$_4$, H$_5$, H$_6$, H$_7$ were supported. Variables of the study have a discriminant feature on the customers' type. In the other words, brand personality, brand awareness, brand loyalty and customer satisfaction have a discriminant feature on the continuous and non-continuous customer.

CONCLUSION

Niche marketing, in a more strict sense, represents smaller customer groups who are in need of certain necessities or some very special ones compared to general marketing departments. Niche marketing provides big opportunities especially for small and mid-market businesses. TORKU brand appeals to a limited market group with its healthy and additive-free product messages and special products. When the pricing policy was analyzed, it was seen that it follows a similar path with high class brands. Also, it stands out with its emphasis on healthy, natural, pure and additive-free product messages in the commercials, promotions and the visuals used.

According to the results of the research, it can be seen that although it has a brief background in the market, it has a brand personality. Also, it was determined that the variables in the dimension of brand personality and the elements brought out in the commercials are inter-related. On the other hand, it was seen that brand awareness has an effect on brand personality. It can be said that commercials and promotions have a big role in the creation of brand awareness. Brand awareness, which is created by commercials and promotions, has a direct influence on the creation of brand personality. From this point of view, it can be said that businesses should plan their positioning activities like commercials and promotions in a systematic, organized and determined way to achieve their goal of creating a powerful brand personality. They should pay attention to each symbol in their commercials and promotions and concentrate on the messages that they want to bring forward, considering that the message to be conveyed is highly important.

It was seen that brand loyalty has a direct influence on customer satisfaction. Attitudes maintained with brand awareness directly influence the creation of brand personality, and the brand personality has a direct impact on customer satisfaction and brand loyalty. Therefore, to be successful in the market, it is extremely important for the businesses to engage in marketing communication activities. These activities will highlight the original value, creativity and innovations of their brand in their positioning strategies in niche markets, where businesses have less rivals. It is thought that the creation of a primary demand for products which take place in an original category is easy; yet to create brand loyalty, this demand should be maintained. This could be done by giving more importance to determination in the messages. This situation will also make a major contribution to the prestige of the brand.

In this research, a brand which has similar qualities to niche markets and produces products for the needs of a certain audience was examined. In the creation of brand personality of this brand, the effect of brand awareness was studied. The effect of brand personality over brand loyalty and customer satisfaction was treated. Therefore, the results of this research cannot be generalized to all brands and consumers. In the research, Aaker (1997) model was used to determine the brand personality. Using brand personality scales developed by other scientists and doing researches on different brands and different product groups will be beneficial.

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