

Facets of City Brand Personality Dimensions

Oana Țugulea

Faculty of Economics and Business Administration, University "Alexandru Ioan Cuza" of Iași, Romania

Introduction

This paper presents the dimensions of City Brand Personality from a different perspective. This research connects the results with Aaker's (1997) dimensions of Brand Personality.

The present research has the purpose to identify the facets of the composing dimensions of City Brand Personality of the city of Iași, Romania.

The objectives of this research are: (1) allocating each of the personality traits associated to Iași to one of the five main Aaker's (1997) brand personality dimensions; (2) identify the facets of the *Sincerity* dimension specific for the city of Iași; (3) identify the facets of the *Excitement* dimension specific for the city of Iași; (4) identify the facets of the *Competence* dimension specific for the city of Iași; (5) identify the facets of the *Sophistication* dimension specific for the city of Iași; (6) identify the facets of the *Ruggedness* dimension specific for the city of Iași.

Methodology

The database consists of 53 variables, representing 53 personality traits associated to the city of Iași. A qualitative analyses based on content analysis allocated each of the 53 personality traits to one of the five dimensions of Brand Personality as revealed by Aaker's (1997) study: sincerity, excitement, competence, sophistication and ruggedness.

Successive exploratory Factor Analyses, Principal Components Method with Varimax rotation, were conducted for each of the five identified dimensions in order to underline the facets of each dimension.

Population and sample. The database consists of students' perceptions on the city of Iași, considering Iași would be a person.

Research results

Objective 1. Allocating each of the personality traits associated to Iași to one of the five main Aaker's (1997) brand personality dimensions

Content analysis was conducted in order to allocate each of the 53 items to one of the five dimensions of Brand Personality construct.

Objective 2. Identify the facets of the Sincerity dimension specific for the city of Iași.

Principal Components Method with Varimax rotation was conducted for each of the dimensions. Factor analysis was successively conducted for each of the five dimensions.

The two facets of the *Sincerity* dimension are:

- *Sociable* – with composing items: sociable, jovial, protector, opened, encouraging, solidary, altruist; the scale has a very good reliability, as Cronbach's Alpha coefficient is 0.830 (over 0.7).
- *Introverted* – with composing items: patriot, modest, conservator; the scale has an unacceptable reliability, as Cronbach's Alpha coefficient is 0.447 (under 0.5). The option "scale if item deleted" was conducted but there is no better scale structure if any of the items is removed. This scale needs further consideration, within a future qualitative and quantitative study in order to restructure the facet and test it for reliability.

Objective 3. Identify the facets of the Excitement dimension specific for the city of Iași.

The dimension *Excitement* has its own unique facet. The composing items are: independent, communicative, curious, creative, emotional, courageous, familiar, optimist and helpful. The reliability of the scale measured with Cronbach's Alpha coefficient is 0.784. The scale has an acceptable reliability (> 0.7).

Objective 4. Identify the facets of the Competence dimension specific for the city of Iași.

The two facets of the *Competence* dimension are:

- *Energised* – with composing items: powerful, determined, entrepreneur, confident, hardworking; the reliability of the scale measured with Cronbach's Alpha coefficient is 0.808. The scale has a good reliability.
- *Empathic* - with composing items: calm, understanding and tolerant; the reliability of the scale measured with Cronbach's Alpha coefficient is 0.527. The scale has a doubtful reliability (<0.6). Removing any of the three items from the scale does not improve the overall reliability. The scale needs further consideration in future qualitative and quantitative research.

Objective 5. Identify the facets of the Sophistication dimension specific for the city of Iași.

The two facets of the *Sophistication* dimension are:

- *Appealing* – with composing items: stylish, passionate, attractive, charming, perceptive, relaxing and charismatic; the scale has a good reliability, with Cronbach's Alpha coefficient of 0.812.
- *Nostalgic* - with composing items: nostalgic and monotonous; the scale is totally unreliable thou, as the Cronbach's Alpha coefficient is 0.313. The scale needs further research.

Objective 6. Identify the facets of the Ruggedness dimension specific for the city of Iași.

The two facets of the *Ruggedness* dimension are:

- *Masculine* – with composing items: fighter, protector, dynamic and resistant; the scale has an acceptable reliability, with the Cronbach's Alpha coefficient of 0.730 (over 0.7).

- *Negative* - with composing items: envious, ironic, proud and backbit; the scale has an acceptable reliability, with the Cronbach's Alpha coefficient of 0.691(very close to 0.7).

City Brand Personality of Iași – dimensions and facets

Dimension	Facets
Sincerity	sociable <i>introverted</i>
Excitement	excitement
Competence	energised <i>emphatic</i>
Sophistication	appealing <i>nostalgic</i>
Ruggedness	masculinity negativity

Conclusions

The dimension *Sincerity* consists of facets of *sociable* and *introverted*. The dimension *Excitement* consists of a single facet. The dimension of *Competence* consists of the facets of *energised* and *emphatic*. The dimension *Sophistication* consists of facets of *appealing* and *nostalgic*. The dimension *Ruggedness* consists of facets of *masculinity* and *negativity*.

The facets *introverted*, *emphatic* and *nostalgic* need further investigation. At this point, with the actual structure of these facets, these scales are not reliable.

These results are particularly useful for the managers of the city of Iași. Managers can use the reliable scales of the resulted facets in order to monitor the projected image of the city for certain features. For example, after an important project or event in the city, one of more of the facets' scales can be selected in order to assess the specific aspect of the city image. Managers could assess whether the energetic facet of the city is improved or not, for example.

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