
THE PERCEPTION OF BRAND PERSONALITY IN HOTEL AS A BRANDING

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Abstract: Nowadays, the tourism-related businesses are very important to the Thai economy. The hotel business is one of the service businesses that are directly related to the tourism sector. The important thing that can be used as a business strategy is "Branding" which is something that can create products that are different from competitors so brand consists of six elements: 1) the appearance of the product / service (attribute) that can be recognized 2) the benefit of the product (3) the value of the product (value) that makes sense that used to be proud 4) culture (brand) of brands that want consumers to recognize 5) the personality of the product (Personality) that is used to create personality according to the product (Brand Personality) and 6) users (User) is a product that can tell the main target group (Philip Kotler, 2003) . This study explores how customers of the perception of brand personality in hotel as a branding perceive and react to their products and services and thus can use the finding to suggest a structured consumer-oriented strategy for perception of brand personality. The studies the roles played by hotel benefits and consumer decision-making styles. By "specific", this research focuses on both marketing and branding factors. Samples were drawn conveniently from customers who have had perception of brand personality. The qualitative is used for the multivariate statistical analysis.

Keywords: Perception, Service Quality, Customer Behaviors.

Introduction: The tourism-related businesses are very important to the Thai's economy. The hotel business is one of the service businesses that are directly related to the tourism sector. The hotel business is a hotel business as accommodation which has been classified as Thai Standard Industrial Classification (TSIC) which means arranging accommodation for rent on a daily basis therefore weekly who are short-stay Including guest rooms and suites that are fully furnished and may include other services such as food and beverage services, parking, laundry, swimming pool and gym. The facilities and meeting rooms, etc.so the hotel business has expanded to 18.7 percent in accordance with the improved adaptation of the tourism sector in the second quarter of 2015 Therefore, hotel operators will have to face competition at Intensify Therefore it is necessary to adjust the business strategy in order to support the increasing competition.

The important thing that can be used as a business strategy is "Branding" which is something that can create products that are different from competitors so brand consists of six elements: 1) the appearance of the product / service (attribute) that can be recognized 2) the benefit of the product (3) the value of the product (value) that makes sense that used to be proud 4) culture (brand) of brands that want consumers to recognize 5) the personality of the product (Personality) that is

used to create personality according to the product (Brand Personality) and 6) users (User) is a product that can tell the main target group (Philip Kotler, 2003) by Jason Demers (2013) has said that creating "brand good products" must be unique that makes a difference and stand out above the competitors to attract customers.

Moreover, to create a unique identity for a hotel brand is to use a marketing tool called "Personality" then Personality (Brand Personality)" which connects human personality with the brand by inferring basic behavior Psychological personality traits attitude and belief Including demographic characteristics both directly and indirectly (Aaker, 1997). Branding is an important thing that leads to customer satisfaction and can be an intermediary to link value (Value) and identity (Uniqueness) Some additions to the functional functions of that service in recognition of the quality and value of customer service (iHotel Marketer, 2016)

Therefore positive awareness of service quality is another factor that has become a strategy that can create sustainable success for the hotel business. If the customer evaluates the perception of service quality with positive emotions, it will lead to the decision to purchase the service (Parasuraman, Zeithaml & Berry, 1990) moreover the customers also have an assessment of the services are worth the total amount of money that the customer has to spend. If the customer perceives the value of the service it is considered a successful business because of the perceived value of the service of that customer. It is important to make the purchase intention then customer buying decisions and brand loyalty.

Moreover, the power of word of mouth communication as the perception of brand personality in hotel as a branding so the power of word of mouth (Word of Mouth Communication) can be considered is very important to stability and the survival of the hotel business because it refers to the behavioral intentions that the customer speaks of good experiences received and expressed by introducing families, friends, colleagues and other people to use the service. which, if brought together to tell each other, that means those customers will have the opportunity to re-use the service again and therefore can be regarded as maintaining the existing customer base and increase new customers base effectively.

However, although many foreign researchers have studied about the personality, brand and service quality recognition of hotel businesses, such as Tran, Dauchez & Szemik (2013) In Thailand, the study of the influence of brand personality and service quality perception of recognition of service value or even the word of mouth communication of the hotel business is still very small, so the researcher is interested in studying these issues as a guideline for determining the marketing strategy for the hotel business in Thailand. The word-of-mouth communication or telling others a story is currently playing a key role in the stability and survival of hotel business as this mode of communication reflects behavioral intentions of customers talking about their good experience about a particular business service and also through their recommendation for family, friends, colleagues or others to use such a service. This information, when retold from person to person, is likely to make these customers to use the services again. In other words, this is an efficient way to maintain the existing customer base and extend the new one (Nuananong Phanad, 2015).

One of the key issues that can be utilized as a business strategy and a factor leading to word-of-mouth communication in business hotel is “building a unique brand” which distinguishes a product or service from its competitors in order to attract customers (Jason Demers, 2013). Further, one of the methods to attain this uniqueness of hotel brand is to make use of a marketing tool called “brand personality”, or a concept associating human personality traits with a brand (Aaker, 1997). This research attempts to examine the influence of brand personality on word-of-mouth communication so as to the perception of brand personality in hotel as a branding.

Literature Review: Aaker (1997) explained that Brand personality refers to linking the group of human personality traits to the brand. By inferring basic behavior psychological personality traits attitude and belief and demographic characteristics both in a direct manner by connecting people and brands such as user image which is the creation of human characteristics to be associated with that type of brand user and indirectly through properties related to the products. The product catalog brand name symbol or logo advertising model, price and distribution channel

Plummer (1984) explained that the personality of the brand represents a brand identity through various forms of communication around the consumer which consumers will interpret and associate ideas and the feeling and image of the brand from all things learned from the Plummer (1984) has divided the personality of the brand into 2 parts: the personality brand, the brand identity, which is a tool that has Important for determining the creative advertising strategy's a personality that marketers define for communication for consumers to know the brand and brand personality profiles which are perceptions of consumers and the brand is an idea and consumer feelings the marketer must try to make the image that the consumer perceives is as close to the personality as possible. Thus, the key factors influencing the word-of-mouth communication of the hotel business in the differentiate age (Goods and Services) is the service that will be used as a topic in conversation or birth. Stream of viral marketing is a service that promotes the creation of customer perceptions and the service or brand must be unique and unique and may be done by using the personality, branding in branding to be different from other brands in the same service category which the use of personality, brand, is useful for creating branding is strong and can increase the understanding of consumer perceptions and attitudes towards the hotel brand. It can also create good recognition that leads to satisfaction and the use of consumer services. If consumers have a good feeling towards the brand, it will likely lead to further information of other consumers who are close to each other, resulting in word-of-mouth communication by creating through service brands. Therefore Brands (Brands) which are important to the image and reliability of the service. The characteristics of that brand can be both name (Name), term (symbol), symbol, graphic design.

Research Method: The present research is a study of the relationship between perception of brand personality independent variables which are five dimensions of brand personality and a dependent variable which is using Multiple Regression Analysis in analyzing this set of relationship.

Research Sample: The research sample was 415 undergraduate students in Khon Kaen University. Most of them were women=78.9%with the average age of 24.

Measurement Tools: The 5 biggest hotels in Khon Kaen was selected for the research case. It is a well-known hotel in Khon Kaen province where the study was conducted. The measurement tools consisted of three parts: Part 1 contained 42 questions of brand personality (Aaker, 1997) which employed a 5-point Likert scale (5=most likely; and 1=not at all); Part 2 asked three questions of word-of-mouth communications which employed a 5-point Likert scale (5= Strongly Agree; and 1= Strongly Disagree); and Part 3 contains questions about personal data of research participants.

Results:

Table 1: Descriptive Statistics and Reliabilities

	Mean	SD	α
Sincerity	3.10	.59	.83
Excitement	3.95	.66	.82
Competence	4.03	.63	.85
Sophistication	4.20	.59	.82
Ruggedness	2.60	.86	.88
The perception of brand	3.78	.68	.83

The reliability of the research tool was tested; results of which are shown in Table 1. The value of Cronbach's Alpha ranged between .80 and .89, which was over .70, suggesting that the measuring tool of this research was reliable (Nunnally, 1959).

Table 2: Multiple Regression Results

	Dependent Variable	
	The perception of brand	
Independent Variable	β	t-test
Sincerity	.15	1.95
Excitement	.16	1.91
Competence	.38	4.71*
Sophistication	.08	.94
Ruggedness	.02	.98

* $P < .05$

As seen in Table 2, there were only one personality dimension: competence ($\beta = .38$, $t = 4.71$, $P < .05$) which affected the perception of brand. Meanwhile, Sincerity ($\beta = .15$, $t = 1.95$, $P > .05$), excitement ($\beta = .16$, $t = 1.91$, $P > .05$), Sophistication ($\beta = .08$, $t = .94$, $P > .05$) and ruggedness ($\beta = .02$, $t = .98$, $P > .05$) did not affect the perception of brand.

Summary, Discussion, Research Applications, Limitations and Recommendations:

Summary: Results found that only one brand personality dimensions, sincerity influences the perception of brand. The influence of brand personality on perception of brand found that personality, brand, and influence perception of brand and the personality of the brand that influences perception of brand is personality with ability with regression coefficients equal to .35

and with the value Sig. = .00 which is less than .05, therefore rejecting the main hypothesis (H₀) and accepting the secondary hypothesis (H₁).

It can be concluded that the personality, brand, ability, can be used to predict perception of brand with statistical significance at .05 level.

This model has the R² decision coefficient equal to .28, which has a low level of value, meaning that it is the personality of the five brands, namely, sincere, capable, elegant, level or complex and strong together. Forecasting perception of brand for 28 percent. Therefore, the regression equation is as follows.

$$Y = .99 + .12X_1 + .15X_2 + .35X_3 + .07X_4 + .03X_5$$

Therefore, perception of brand = .99 + .12 (sincere personality) +.15 (exciting personality) +.35 (capable) +.07 (elegant, sophisticated or sophisticated) +.03 (Strong)

Discussion and Research Implications: This research was showed the influence of the perception of the personality of the brand as a hotels as word of mouth is very useful. The results of this research concern to apply marketing strategies and also found of customers to recognize the unique identity of the hotel as a branding s to use words of mouth strategy, thus, this research known as word-of-mouth communication is the one of power to communicate with customers to knowing as a brandings and also the perceptions of personality can be created by starting with the selection of talented and diligent employees (hard-working) come to work, offering the best service to customers. Moreover the service must be exactly as presented to the customers. Therefore, the services are offered to customers must be accurate. Thurs, the appropriate and consistent (Parasuraman, Zeithaml & Berry, 1998), such as the room service that is exactly what the customer has booked and should establish a relationships with customers through various social media such as Facebook Twitter or promoting customers who are satisfied with the services of the hotel as a branding on the service according to various websites because most customers tend to like read the opinions of customers who have experience with those services before (review) for use in making a purchase decisions) and the hotel should have office security CCTV systems and emergency evacuation routes. This is to create the customers to be aware of reliable, secures, and successfully (successful) in the long run business. Therefore, the hotel that should be have new technology or services that stand out above the competitions, such as having a large conference rooms and a modern sounds and lighting systems that can accommodate a large number of people or have a mall areas and the large hotels located within walking distance to allow customers to purchase products which is to create the customers to be aware of being a leaders, intelligent (intelligent), confident in himself, and having the special expertise (technical) of the hotel that is superior to the competitors, which will help reflect the leadership in the hotel industry as a brandings.

Recommendations for Future Research: This research examines only the relationship between the influences of the perception of the personality of the brand hotel benefits and consumer decision-making styles. For future research should have education the relationship between perceived service quality perceived service value or brand loyalty of the hotels with word-of-mouth communications because these 3 factors is very important to the hotel business.

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