EURASIAN JOURNAL OF BUSINESS AND MANAGEMENT

http://www.eurasianpublications.com

THE RELATIONSHIP BETWEEN THE PERSONALITY OF URBANITES AND CITY BRAND PERSONALITY - AN APPLICATION IN TURKEY

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Abstract

Brand personality claims that brands convey human characteristics. In this study, attempts have been made to determine the brand personality dimensions of cities based on the assumption that cities also have brand personality. Additionally, it has been studied whether or not urbanites reflect their own personality traits to brand personality characteristics of the city. In this descriptive study, data has been collected through face-to-face interviews. The sampling where stratified sampling is used – one method of random sampling – has been performed in Kayseri in Turkey. A total of 382 consumers have been reached. Factor and regression analyses have been used for data analysis. In conclusion, the city of Kayseri has five city brand dimensions: exhilarating, mature, androgen, traditional and sincere. In addition, it has also revealed that there is a relationship between the personalities of those who live in Kayseri and their city brand personalities. Those who live in metropolitan Kayseri and like taking risks – a criterion of extrovert personality – find Kayseri exhilarated and competent. In the light of this conclusion, it can be said that urbanites' personalities should also be considered when forming city brand personality.

Keywords: Brand Personality, City Brand, Destination, Personality

1. Introduction

The subject of city marketing is man. The characteristics of a city, its values and its symbolic state are important from the perspective of its dwellers, and of those who go there for a touristic visit and spend the night there, or of the same-day visitors. When people cherish a city and establish social ties with it, their attitudes towards it are positive. These positive attitudes are reflected as a happy and peaceful life and an increase in the frequency of recommending it to others or in visiting it. Therefore, the branding of cities has increasingly gained importance in our time. Another concept that has emerged along with branding is brand personality. Most of the studies on this concept are directed to tourism. In general, brand personality dimensions have been dwelt upon. The current study, however, has not been done on tourists but on urbanites. The perspective of city dwellers has been assessed, and the city brand personality dimensions have been identified. Subsequently, absence or presence of a correlation between the personality traits of city dwellers and the brand personality dimensions of the city has been examined.

2. Theoretical Background and Hypotheses
2.1. Personality

Although the concept of personality, as part of man's social life, has received considerable attention for centuries, its scientific development did not start until the 1930s, when personality psychology emerged as a scientific discipline independent of other social sciences (McAdams, 1997). Psychiatrists define personality as the systematic analysis of characteristics (McCrae and Costa, 1987). It is a consistent and structured form of relationship an individual forms with his internal and external environment, distinguishing him from other individuals (Schiffman and Kanuk, 2004). It contains individuals' special and distinctive behaviors. These behaviors are special. An individual repeats these behaviors frequently and exhibits typically (Azoulay and Kapferer, 2003). In addition, these behaviors distinguish the individual from other individuals (Turan *et al.* 2015). Therefore, personality can be conceptualized as set of behaviors that distinguish an individual from others (Haugtvedt *et al.* 1988). The personality under the influence of internal and external stimulants includes the individual's all biological, psychological, genetic, and acquired skills, motives, feelings, desires, habits and behaviors (Eysenck and Eysenck, 1985).

It is possible to see the combined effects of an individual's congenital characteristics and of the environment he is in on the formation of his personality (Tinar, 1999). Personality is expressed as the consistent reactions an individual gives to various situations (Bovée *et al.* 1995). It is the behavioral characteristic an individual exhibits in the presence of other individuals (Morgan, 1999). It is a set of anticipated behaviors that define and identify an individual (Aghaee and Oren, 2004). It is all of the mental, emotional, and behavioral characteristics that distinguish one person from the other (Cortina *et al.* 1992). Briefly, it is the entirety of an individual's unique and distinctive behaviors (Koknel, 1995; Guion and Gottier, 1965).

A multitude of theories have been developed to understand what personality is (Rojas-Mendez *et al.* 2013a). The most familiar of these theories are psychoanalytic theory, socio-psychologic theory, and trait theory (Blum, 1953). Psychoanalytic theory has been developed by Freud (1924). According to Odabasi and Baris (2002), the subconscious elements which individuals cannot discern consciously form personality. In this theory, personality consists of three fundamental units: Id, Ego and Superego. Socio-psychological theory, on the other hand, is one propounded by those who are Freudist but differ from him in some respects. The proponents of this theory maintain that, in contrast to psychoanalytic theory, motivation is not unconscious but conscious (Azoulay and Kapferer, 2003). Individuals are aware of their needs and desires, and hence, their behaviors are directed to satisfying these needs (Cervone and Pervin, 2015). This is how personality forms. According to trait theory, personality is identified by the characteristics an individual has. By this theory, if an individual knows his basic characteristics, he can learn his personality, as well. In trait theory, personality has been described as consistent, inconsistent, introvert, and extrovert characteristics. In this theory, personality is identified and classified according to the individual's own statement (Ewen, 2014). The first study intended to identify personality traits based on traits theory, which was realized by Allport and Odbert (1936). The researchers studied Webster's New International Dictionary and formed the list of terms, which, they claimed, could differentiate an individual's behaviors from those of others (McCrae, 1991; Benet and Waller, 1995). Following the exclusion of general behaviors from the list, a new list of 18,000 words was formed (Cattell, 1945). Cattell (1943), on the other hand, applied factor analysis to the list of terms and obtained sixteen basic personality traits. Fiske (1949) reduced these factors in Cattell's study to five factors: extroversion, compatibility, accountability, emotional balance and responsibility. Eysenck reduced these factors to three: extroversion, compatibility, accountability (Eysenck and Eysenck, 1975). In a study, Norman (1963) applied factor analysis to graduation scale of 20 features and obtained five factors: introversion, compatibility, accountability, emotional balance, receptivity to innovations. Using the adjectives in the dictionary, Goldberg (1981) reduced these adjectives to five. It has been suggested that a great number of personality concepts can theoretically be organized within the framework of these factors. Called "Big Five", the

dimensions of this model are extroversion, emotional balance, and compatibility, sincerity, and accountability (Goldberg, 1981). Malhotra (1988) has designed a multidimensional scale, related to brands and objects called "Big Five". Among the dimensions of the scale are compatibility, extroversion, neuroticism, self-discipline, and receptivity to development (Benet and Waller, 1995).

2.2. Brand Personality

Martineau (1958) first designed the brand personality concept for retail stores. He has described this concept as a method of differentiation in product category and as an important guide to consumer choice. King (1970) has argued that people choose their brands in the same way as they choose their friends. Keller (1993) has argued that brand personality has to do with how consumers visualize the brand rather than what the brand is. Aaker (1997) described a brand as associating it with words defining human characteristics. Plummer (1984) has described brand personality as physical, functional, and symbolic qualities. Batra *et al.* (1993) argue that brand personality is related to brand image. In their view, brand personality, comprising the core of the brand, includes the special relationship which consumers establish with brands according to their characteristics and lifestyle. Langmeyer and Shank (1994), however, contend that brand personality is correlated to the value given to the brand by a consumer. Papania *et al.* (2008) assert that brand personality is one of the quintessential dimensions of brand equality. Hawkins *et al.* (2001) have searched for answers to the questions of "if a brand were a human, how would it be and what would it resemble?" Keller and Richey (2006) have defined brand/product personality as the identification with man, the experiences or characteristics perceived when buying, assessing, or using a brand or product. Carr (1996) has maintained that any brand compared to man has a personality, and that a brand has unique qualities as man does.

As seen in the definitions above, those who study in this field assimilate brand personality with the personalities of individuals, and contend that brands bear characteristics similar to personality characteristics. Consumers establish ties between themselves and the brand, or integrate themselves with the brand, and express this with personality. This is also the beginning of brand equality and comes to the fore in brand positioning. Brand personality in this sense enables a long term relationship to be established between the consumer and the brand. In an effective brand management, brand personality comprises the emotional and symbolic aspect of brand image. Therefore, brand personality is highly important for companies desirous of establishing more effective and productive communication with their customers. This is because the personalization of a brand by the customer identifying it with himself, reflecting his own human characteristics, and the realization of the purchase procedures is a factor for companies aiming to expand their sales volume and profitability. Accordingly, businesses try to attach personality to their brands by differentiating them from their counterparts.

2.3. Measurement of Brand Personality

As mentioned earlier in the section of personality, a multitude of scales have been developed to quantify personality traits (Azoulay and Kapferer, 2003). Most of these scales are related to the assessment of the adjectives and other words which have become established in the language used through a classification of, and associated with, personality traits. In fact, the adjectives used to describe personality traits are incapable of fully identifying personality; nevertheless, they form a perspective (Somer and Goldberg, 1999).

The first serious study on the quantification of brand personality was done by Aaker (1997). She began to form the scale in 1995 and completed it in 1997 at the end of her study on 40 brands in different product categories. According to the scale, the nouns and adjectives describing human personality are related to the collective obtainment and development of social relations (Aaker, 1997; Aaker *et al.* 2001). Considering her other studies on Big Five, she formed 114 expressions to describe brand personality. At the end of this study, on a total of 631 consumers, she performed factor analysis and obtained five brand personality dimensions: Sincerity, Excitement, Competence, Distinction, and Rigidity (Figure 1). Fifteen characteristics

(adjectives) have been identified to form these dimensions. She has called them "Little Fifteen" (George and Anandkumar, 2014).
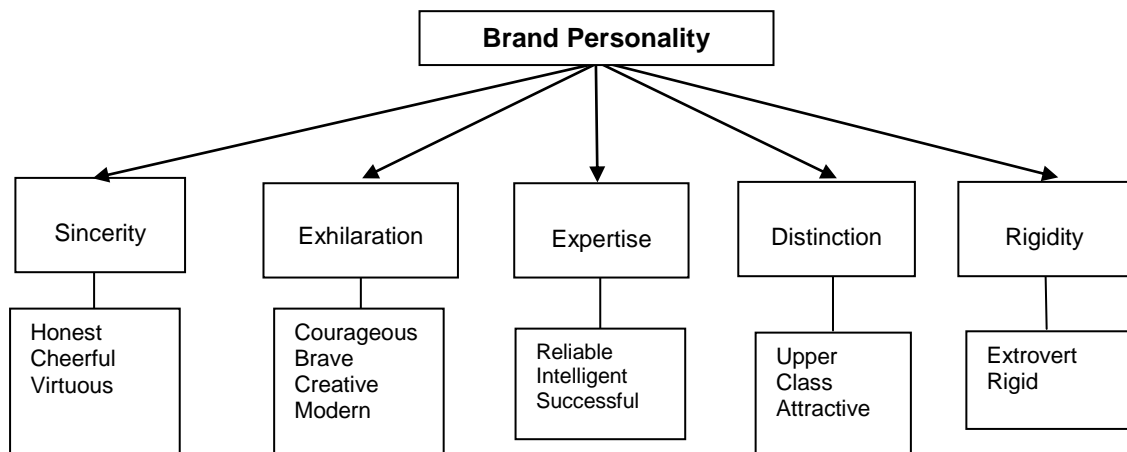
Figure1. Aaker's Brand Personality Dimensions
Source: Aaker (1997)

Subsequently, Aaker scale was applied in Japan and Spain. She obtained different personality dimensions at the end of these studies. In the studies, different personality dimensions have been found in different cultures (d'Astous and Boujbel, 2007). In Japan, for instance, of factors, rigidity was replaced by tranquility. While the dimension of expertise was replaced by competence (Aaker *et al.* 2001), emergence of different dimensions has provoked criticism of the scale. The first criticism was that consumers attached meanings to the adjectives used in the scale as they perceived them. The second was that the adaptation, to a brand, of this scale, which was based on personality-related adjectives, would be wrong. When adapted to a brand, some adjectives become meaningless (Kapferer, 2004; Khandai *et al.* 2015). For example, a clever brand, or a healthy brand does not mean much. Another criticism was that the generalization of this scale, devised for a special brand or a specific product category would not always be right (Yongjun and Thinkham, 2005). Therefore, studies suggest emphasizing that caution should be exercised when using this scale.

2.4. Dimensions of City Brand Personality

Places' being taken up as a product has been on the agenda for the last two decades. For instance, the city of Amsterdam has done brand city marketing through an institution called "Amsterdam Partners" (Meer and Strous, 2012). There have been both official and unofficial organizations within this institution. This institution has specified what features should come to the fore to render this city attractive. The slogan "I Amsterdam" has been used for branding the city. Thus, human being, the greatest value of Amsterdam, has been emphasized. The slogan "I Amsterdam" is one that has branded both the city itself and its people. In consequences of these dense activities, Amsterdam ranked sixth in 2005 among the city brands deemed most successful (Kavaratzis, 2009). As can be seen, the marketing of places as a product is very important. In marketing places, the product is the place and users are consumers (Sahin and Baloglu, 2014). Place marketing strategy has three basic elements. The first is the activities to develop and improve its infrastructure and the products concerning the place. The second is the activities of developing and enhancing the image and branding the place. The third, however, is to publicize it (Burgess, 1982; Madsen, 1992).

Place marketing in tourism has been taken up as destination marketing. Destination personality is to associate destinations to the set of characteristics regarding personality (Baloglu *et al.* 2014; Murphy *et al.* 2007; Rojas-Mendez *et al.* 2013b; Hosany *et al.* 2006). For

example, Ekinci and Hosany (2006) have found three brand personality dimensions in a study they did in England: Sincerity, Excitement, and Conviviality. In addition, they have mentioned the importance of destination image and of the level of tourists' interest in the destination. Baloglu *et al.* (2014), however, have found out that different personality dimensions have emerged in different dimensions in the activities related to atmosphere, attraction, and tourism. Rojas-Mendez *et al.* (2013b) have tried to determine with what kind of personality America is perceived in China. Their study suggests that America has been described as warm, skillful, and selfish (Rojas-Mendez *et al.,* 2013b). George and Anandkumar (2014), on the other hand, have compared brand personality dimensions of islands in their studies on five worldwide famous touristic islands (Barbados, Fiji, Seychelles, Hawaii and Mauritius). In their studies on the service in tourism sector, Dickinger and Lalicic (2016) reached the same dimensions using Aaker's (1997) brand personality scale. Aksoy and Ozsomer (2007) have determined in their project with a sample of 1200 persons representing Turkey that the brand personality of Turkey consists of four dimensions- maturity, excitement, traditionality, and androgenity - containing 39 adjectives. Aksoy and Ozsomer (2007), unlike the dimensions in Aaker's scale (1997), have described the dimensions of traditionality and androgenity as unique to Turkey. According to authors, while traditionality is an adjective used frequently to describe Turkish culture, androgenity has been described as brand containing both masculine and feminine adjectives.

As can be understood from these studies, when identifying brand personality dimensions of places, use is made of Aaker scale, but the adjectives are adapted to places when they are chosen. In this study also the applicability of Aaker's scale to cities has been tested to determine whether or not the brand personality of cities is multiple. The first hypothesis to develop is as follows:

H_1: From the viewpoint of urbanites, the brand personality of a city has different dimensions.

Mathews (2015) has argued that brand personality is in consumers' mind, and they adapt it to personality in their descriptions. Khandai *et al.* (2015) have reported that personality turns to positive features of a product, and thus they consider consumers' brand personality to be a positive value. Klipfel *et al.* (2014) have studied the relationship between self-concept and brand personality. They have concluded that people's individual personality traits cause them to react differently (Klipfel *et al.* 2014). In their view, individuals' desire to be different, their longings and expectations, and their adoption of different behaviors cause brand personality to become distinct. Moreover, they have found that individuals perceive the personality of brands differently when they experience a psychological problem or when they are under a psychological threat. A great majority of the recent studies on brand personality are focused on the harmony of consumer personality with brand personality, rather than on brand personality alone. In this study also, it has been researched whether or not urbanites' personalities overlap with the brand personality of the city. For this purpose, attempts have been made to determine whether or not each one city brand personality dimension is correlated to the personality traits of the consumers living in the city. The hypothesis formulated is as follows:

H_2: There exists a relationship between the personality traits of urbanites and the brand personality characteristics of the city.

3. Methodology

In this study, primarily the dimensions of city brand personality have been identified and secondly absence or presence of a relationship between personality traits and their brand personality dimensions has been studied. Since it is impossible to identify brand personality dimensions of all the cities in Turkey, Kayseri has been chosen as a representative sample. It is a city established at the junction of important routes. In our time also, geographically it has a central location, connecting the regions of the country to each other. An industrialized city, Kayseri receives a large number of migrants. It is located in a place where both touristic and one-day visits are frequent. In addition to its being a city of culture and civilization, its proximity to Erciyes Mountain, a skiing center, and to touristic Cappadocia, makes it an important center. In view of the researcher's residing in this city, as well as the time and the cost, the study has

been performed in Kayseri. This is the first limitation of the study. With the worry that different perception of the people might change the findings, the study has been done in metropolitan Kayseri, which is the second limitation of the study. Considering the limitations, the sample mass of the study can be said to be comprised of the consumers living in Kayseri metropolitan area.

The method used for collecting data is stratified sampling method, one of the random sampling methods. According to the data from the address-based population census of 2014[1], the population of Kayseri is 921,238. With a confidence interval of 95%, and an error margin of 5%, the size of the sample has been determined to be 384 units on the assumption that 50% of the people living within the boundaries of the municipality are knowledgeable about city brand. The size of the sample has been determined based on the percentage of the residents in two municipal districts in central Kayseri (Melikgazi and Kocasinan), and the questionnaires have been administered in randomly selected localities, again considering the ratio of population.

In this descriptive study, data has been collected through face-to-face questionnaire application, one browsing method. The questionnaire consists of four different types of questions. The first item is about the respondent's duration of stay in Kayseri. Considering the probability that those living in Kayseri less than six months would not know it, this item has been included. In the second question, the respondents have been asked to answer the question "If Kayseri were a human being, how would you assess it?" using the five grade scale (I definitely disagree; I agree; I have no idea; I agree; and I definitely agree). The adjectives in this question have been selected based on the studies by Aaker (1997), Pereira *et al.* (2014), Mathews (2015), Aksoy and Ozsomer (2007), George and Anandkumar (2014). In this question, a total of 50 adjectives have been given place. The third question includes 35 expressions designed for five factors. In his study on the qualities of the brand and personality of the consumer, Mathews (2015) has used the five factor model. Similarly, this study is also based on this model. However, in view of the excessiveness of the questions regarding the five factors in the model, one dimension only (extroversion) has been chosen, which another limitation of the study is. Expressions related to extroversion are those related to identifying individuals' own personalities. Extroverts turn outwards to start action and focus on people and things. These active individuals use the trial and error method confidently as well as judging those in their surrounding as excitement. Introvert individuals, on the other hand, scan internal stimuli by turning to their internal worlds, focusing on and reflecting the ideas and more internal impressions, thinking deeply before acting. Expressions about extroversion have been prepared on the basis of the personality tests developed by Eysenck and Wilson (1991), as well as considering the expressions employed by Mathews (2015). Eysenck and Wilson (1991) have assessed extroversion and introversion on the basis of seven personality criteria (effectiveness, sociability, risk taking, assertiveness, self-expression, idea dimension, and accountability). Based on these criteria, six expressions related to personality have been used for each personality criterion in the questionnaire form. The respondents assessed each of 42 expressions by selecting one of the four choices (very right, right, wrong, and very wrong) for each item in the questionnaire, i.e. using a four grade scale. In the form, there are six expressions related to personality criterion. As for the last questions, they are about the demographic data (sex, marital status, level of education) related to the respondent.

In this study, use has been made of factor analysis to determine brand personality dimension, and of regression analysis to determine the relationship between the consumers' brand personality and the brand personality of Kayseri. The statistical program used is SPSS. The data was collected from July to November 2015.

4. Findings

In this study, in which absence or presence of a correlation between the brand personality dimensions of Kayseri and the personalities of its residents has been determined, the data has

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[1]The year of the most recent official census

been collected from 382 residents of Kayseri via questionnaires administered in face-to-face interviews. The findings are summarized in Table 1.

Table 1. The Characteristics of the Respondents

Demographic Features	Frequency	%	Demographic Features	Frequency	%
Sex			*Age*		
Male	190	49.7	*25 years and below*	*159*	*41.7*
Female	*192*	*50.3*	26 years and above	222	58.3
TOTAL	**382**	**100.0**	**TOTAL**	**381**	**100.0**
Education			*Marital Status*		
High School	*182*	*47.7*	*Married*	*209*	*54.8*
University	199	52.3	Single	172	45.2
TOTAL	**381**	**100.0**	**TOTAL**	**381**	**100.0**

As can be seen in the table, of the respondents, 50.3% are women, 52.3% are university graduates, 58.3% are at the age of 26 years and over, and 54.8% are married.

Factor analysis has been done to identify brand personality dimensions of Kayseri. The data have been subjected to factor analysis to check their coherence and reliability. Seven expressions have been excluded on the ground that they impaired reliability. Alfa Coefficient is 0.941. The brand personality dimensions have been studied with five factor analysis in five dimensions (Table 2).

The first factor accounts for 26.45% of the total variance. The adjectives which constitute this dimension are vigorous, independent, normative, fascinating, adventurist, modern, brave, stable, and noble. If the brand personality dimensions are examined, it can be seen that Aaker (1997) has named them exhilaration. It has been considered that the object in brand personality has to be the city, thus the dimension has been renamed exhilarating. The second dimension accounts for 17.46% of the overall variance. The constituent adjectives of this factor are professional, socialist, prestigious, peaceful, compatible, respectable, and realistic. The first two adjectives have been expressed as expertise by Aaker (1997). Aksoy and Ozsomer (2007), on the other hand, have named the adjectives of professionalism, successful, and prestigious to be maturity. This factor has been called mature. The third factor is comprised of the adjectives of pompous, rebellious, leader, attractive, and feminine. This factor accounts for 10.44% of the overall variance. This dimension has been called androgen. The fourth factor, which comprises 9.99% of the overall variance, consists of the adjectives of traditional, sensitive, family-centered, respectful, creative, and participative. This dimension has been called traditional as was in the scale developed by Aksoy and Ozsomer (2007). The fifth factor accounts for 9.08% of the overall variance. Aaker (1997) has called this dimension sincerity, and it is comprised of the adjectives of realistic, honest, passionate, and virtuous. The adjectives constituting this factor are sincere, honest, friendly, sympathetic, extraordinary, romantic, modest, and social. In view of the first adjective being sincere, the factor has been called sincere.
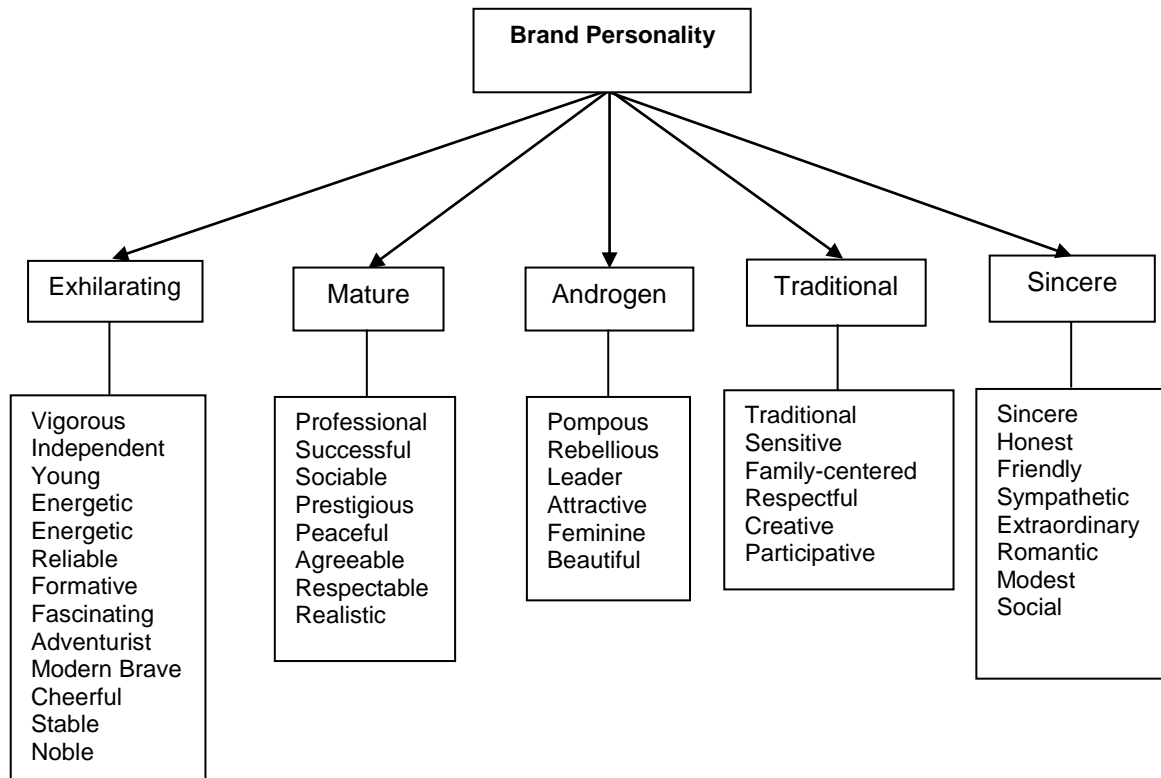
Table 2. Brand Personality Dimensions of the City of Kayseri

BRAND PERSONALITY DIMENSIONS	ADJECTIVES FOR BRAND PERSONALITY	1	2	3	4	5
Factor 1: Exhilarating	Vigorous	0.670				
	Independent	0.650				
	Young	0.636				
	Energetic	0.631				
	Reliable	0.618				
	Formative	0.588				
	Fascinating	0.578				
	Adventurist	0.574				
	Modern	0.544				
	Brave	0.515				
	Cheerful	0.513				
	Stable	0.471				
	Noble	0.444				
Factor 2: Mature	Professional		0.749			
	Successful		0.708			
	Sociable		0.629			
	Prestigious		0.615			
	Peaceful		0.589			
	Agreeable		0.448			
	Respectable		0.442			
	Realistic		0.405			
Factor 3: Androgen	Pompous			0.691		
	Rebellious			0.658		
	Leader			0.611		
	Attractive			0.591		
	Feminine			0.494		
	Beautiful			0.400		
Factor 4: Traditional	Traditional				0.682	
	Sensitive				0.623	
	Family-centered				0.559	
	Respectful				0.476	
	Creative				0.399	
	Participative				0.387	
Factor 5: Sincere	Sincere					0.619
	Honest					0.523
	Friendly					0.458
	Sympathetic					0.338
	Extraordinary					0.324
	Romantic					0.318
	Modest					0.248
	Social					0.179

Notes: Bartlett Globalist Test Values: 7.590, Level of Significance: 0.00, Kaiser-Meyer-Olkin (KMO) Test Value: 0.941

The first hypothesis, i.e. the hypothesis that city brand personality has different dimensions, has been adopted, which means that Kayseri can be said to have a multi-dimensional brand personality and the number of its dimensions is five. The adjectives used to describe these dimensions have been presented in Figure 2.

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                              ┌──────────────────┐
                              │ Brand Personality │
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Exhilarating	Mature	Androgen	Traditional	Sincere
Vigorous Independent Young Energetic Energetic Reliable Formative Fascinating Adventurist Modern Brave Cheerful Stable Noble	Professional Successful Sociable Prestigious Peaceful Agreeable Respectable Realistic	Pompous Rebellious Leader Attractive Feminine Beautiful	Traditional Sensitive Family-centered Respectful Creative Participative	Sincere Honest Friendly Sympathetic Extraordinary Romantic Modest Social

Figure 2. Brand Personality Dimensions of Kayseri

The dimensions of the city brand personality in the study by Glinska and Kilon (2014) in Poland have turned out to be peace, neatness, conservative and other. In the study done in three cities in Turkey by Kaplan *et al.* (2010) the dimensions of excitement, malignancy, peacefulness, competence, conservatism and ruggedness have been found. As can be seen, in each study, different city brand personality dimensions have been found. In these studies mentioned, however, two dimensions named for Turkey have been added to three dimensions in Aaker's scale, hence confirming that there are different brand personality dimensions for different cultures. Surprisingly, the two dimensions in the study done for Turkey occur in the present study, too.

The brand personality dimensions of Kayseri having been found, the personality traits of its residents were identified, and the absence or presence of a correlation in between were searched for. The third question in the questionnaire contained expressions regarding extroversion-introversion criteria. The responses to 42 expressions for these criteria were assessed. The means of the expressions for each criterion were obtained.

In regression analysis performed to identify the relationship between personality characteristics and the brand personality dimensions of the city, both dimensions were measured in metric system. While the dependent variable is personality characteristics, the independent variable is the brand personality dimensions of the city. The results of the regression analysis, done with the step-by-step method are presented in Table 3.

It is seen that there exists a relationship between the city dwellers' personality traits and the brand personality of the city with regard to the criterion of risk taking, but not with any other criterion of personality ($P<0.05$). The criterion of risk taking is 2.914 F has a validity at $P=0.01$. The second hypothesis was that there is a relationship between the personality characteristics of city dwellers and the brand personality of the city. The hypothesis has been adopted in part.

Table 3. The Results of the Regression Analysis Showing the Relationship between Personality Traits and Brand Personality Dimensions

Personality Trait	F Value	P
Efficacy	1.070	0.377
Sociability	0.414	0.839
Risk Taking	*2.914*	*0.014*
Enterprise	0.592	0.706
Self-expression	0.994	0.421
Thought Size	1.157	0.330
Accountability	0.526	0.756

Table 3 shows the existence of a relationship between risk taking personality traits and the brand personality characteristics of the city. In the personality tests by Eysenck and Wilson (1991), risk taking is related to running the risk of danger. Those who have high levels of this personality trait like danger and excitement in their lives, enjoying different experiences without considering their consequences. Those with low level of this personality, however, prefer familiar and known environment, security, and assurance, though it means scarifying the excitement of life to an extent. It is necessary to take a look at the results of the analysis in Table 4 to see which of the brand personality dimensions is related to this personality trait.

Table 4. The Results of the Regression Analysis of Risk-taking Personality Trait

Models	Unstandardized Coefficients		Standardized Coefficients	t	P
	B	Standard Error	Beta		
Constant	2.809	0.136		20.681	0.000
Mature	0.130	0.040	0.163	3.212	0.001
Exhilarated	0.009	-0.112	0.010	2.183	0.004

Note: $R=0.69$, $R^2=0.637$

This model, where dependent variable is the personality trait of risk-taking and independent variable is city brand personality dimensions, accounts for 64% of the relationship between the dependent and independent variables. The equation for this model is as follows;

$$Y = 2.809 + 0.130x_1 + 0.009\, x_2 \qquad (1)$$

Those with the personality trait of risk-taking perceive the city first as mature but afterwards as exhilarated. The adjectives concerning maturity were professional, successful, social, prestigious, peaceful, compatible, and realistic. The adjectives concerning exhilarated, however, were vigorous, independent, young, energetic, reliable, normative, fascinating, adventurist, modern, brave, cheerful, moderate, and noble. As can be seen, those who are sensitive to danger perceive the city as mature and exhilarated. Those having this personality do not have the dimensions of adrogenity, traditionality, exhilaration, and sincerity among city dimensions. However, a dimension containing danger-related adjectives has been perceived as the personality of the city.

The analysis suggests that individuals can be said to perceive the brand personality of the city where they see their own personality. Especially for those who like taking risks, the personality of the city is mature and exhilarated.

5. Conclusion

Brand personality is the response given by consumers to the question "if brands were human, what human characteristics would they have?" In brand personality, brands are perceived and expressed by consumers as they perceive them, which, in fact, a big problem for business organizations. Each consumer perceives a brand differently. Therefore, brand promotion

activities are intended to personalize a brand, like tough brand, healthy brand, romantic brand, and so on. However, it is difficult to form the brand personality of some products. To create and sustain the personality of places in particular is difficult. When forming the brand personality of countries, cities, or destinations, the support of groups with broad participation is indispensable. In this study, attention has been drawn to this point, and the dimensions of city brand personality have been addressed from the perspectives of urbanites. Aaker's personality scale has been adapted to cities and used to identify the dimensions of city brand personality. The dimension of city brand personality has proven to be similar to those found in the studies done by a large number of academicians, using Aaker's scale. It has been found out that the consumers living in Kayseri metropolitan area perceive Kayseri in five dimensions (exhilarated, mature, androgen, traditional, and sincere). Three of these dimensions to those found in a study done in which Aaker's scale has been used, and the other two are similar to the dimensions found in a previous study done in Turkey by Aksoy and Ozsomer (2007). However, as Aaker has also reported the statement that in different cultures different brand personality may emerge has been confirmed with this study.

In this study, absence or presence of a relationship between the consumer personality traits and the brand personality of the city they live in has been researched. It has been found that the extrovert consumers who like taking risk perceive the city as mature and exhilarated. It has also been revealed that a partial relationship exists between the personality of the city and the consumers' own personality, and the consumers perceive the city in a way that is suitable for their own personality traits. With this conclusion in view, the personality of urbanites also can be said to be a factor when forming city brand personality. It has been found that urbanites shape the future of the city and thus the dynamics of the brand city have to be formed correctly. This is to say that, if the personalities of the city and of the personality of its residents do not overlap, the branding of the city will result in disappointment. Similar results have been found in a large number of brand city applications. For this reason, urbanites should not be ignored when branding a city and their participation in establishing the city brand should be ensured. Thus, the city, with its residents, will indeed become a living human, a successful city and brand with many actors participating. Otherwise, the efforts will be disappointing, and an artificial city not integrated with its people will come out.

This study has been done in one city only. However, it is important in that it shows the urbanites' perception of brand city. Of the personality traits, extroversion only has been dealt with. Studies can be done on the other dimensions of personality. In addition, similar studies can be done on countries, or different places, apart from cities.

Generalization of the conclusions from studies may be wrong. However, the present study is important inasmuch as it underlines the need to consider consumers' personality on the subject of brand personality.

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