

Communication in Mathematical Modeling and Applications

http://ntmsci.com/cmma

# Brand gender, brand personality and brand loyalty relationship

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Received: 12 July 2016, Accepted: 10 August 2016 Published online: 19 August 2016.

**Abstract:** Brand personality, especially brand gender concepts are quite new in Turkey, therefore these concepts have not been used as a topic in research. The aim of this research is to shed light on the literature by emphasizing the relationship between brand personality, brand gender and brand loyalty.

This research is conducted to demonstrate the effects of brands loyalty on consumers in terms of gender and personality. Brand categories and brands are chosen in consideration of this aim. Questionnaire is responded face to face by 301 consumers and consumers' brand perceptions are investigated. Also, brand loyalty levels of the consumers are evaluated.

The data is analysed in IBM SPSS 21 (Statistical Package for Social Sciences). Results are analysed and reported with IBM SPSS 21 by using scientific methods. These methods are analysed with Independent T Test, One way ANOVA and Pearson Correlation.

Keywords: Brand, brand value, brand identity, brand personality, brand gender.

### **1** Introduction

In a developing and changing world, while competition conditions between companies are rapidly becoming difficult together with technological inventions and social trends, the concept of consumer satisfaction and loyal customers are essential for companies because of constant cash flow, long term consumption pattern and that they provide new customers. In this regard, new strategies are being developed depending on customer satisfaction which becomes crucial in customer relationship management and marketing in terms of strengthening relations with existing and potential customers. It is obvious that satisfaction is an important factor in forming customer loyalty.

Brand loyalty can be defined as customers' regular and consistent purchasing trend toward a specific brand or their tendency to buy products of a brand whose products they bought and used before or their positive approaches toward one or few brands in a product category. Purchasing repetition lies in the process of developing customer loyalty.

Since its emergence, brand personality has been an important research area for marketing and brand management (Haigood, 1999, p.10). Brand personality can be defined as harmonizing the products prefferred by people and some personal characteristics. From this aspect, brand personality has a big influence on distinguishing a company among others and thus on giving it a distinctive position.

As another determinant, brand gender has become a key element which is developed together with brand personality. Theories of brand gender argue that people perceive that there is a perception of symbolic gender on products and this



situation plays a significant role on consumers' purchasing choices.

In this study, customers' brand loyalty, brand personality and brand gender relation will be examined through statistical analyses.

# **2** Personality

Personality is a collection of features that differentiates an individuality from another (Zel, 2000, p.325). Popularly, personality is defined as individuals' way of acting consistently under various environmental circumstances. Personality is a consistent and structured form of relation a person establishes with his/her internal and external environment and which distinguishes him/her from other people (Yelboğa, 2006, p.198).

In our day, brand personalities can be studied like characters (Zel, 2000, p.325). In one of his essays, Andreas Strebinger (2001) emphasized the opinion that customers' own personality characteristics play a big role in their brand choice (Strebinger, 2001, p.19-24).

According to Batra, Lehmann and Singh (1993), "Big 5" of personality are "Emotional unity, extroversion, culture, courtesy, consciousness, mind (Süss et al., 2005, p.10) (Ouwersloot, Tudorica, 2001, p.9). Above mentioned personality characteristics coincide with some of 5 basic aspects of brand personality Aaker put forward in 1997. For instance; Extroversion and Enthusiasm, Courtesy and Sincerity, Consciousness and Expertise complete each other (Ouwersloot, Tudorica, 2001, p.9).

# 3 Gender

Gender is a concept influencing buying behaviour in many ways. While biological, physical and psychological differences between men and women affect buying directly, masculine or feminine characteristics which salesmen attribute to products or which come into being in society themselves raise the significance of gender in this respect (Arnould et al., 2005, p.511).

Lots of psychologists treat masculinity and femininity as two different circumstances and emphasize that they can be seen as a phenomenon progressing independently from biological gender in individuals (Palan, Charles and Kiecker, 1999, p.64).

While masculinity characteristics are usually extrinsic and rational, femininity characteristics reveal themselves on the contrary (Pira and Elgün, 2004, p.529).

Brands can be feminine/masculine like humans therefore together with the change of consumption habits, products deemed masculine or feminine are being tried to be marketed in a way to make them attractive for both parties (Thompson, 2005, p.82).

# 4 Brand

Along with the Industrial Revolution, the concept of brand appears as an efficient tool which determines competitive capacity in an environment where it is only a matter of time for competitors to break into market with similar or even better products and where technology passes into other hands and becomes widespread in a short time and where



services and products resemble each other a lot (Korkmaz, 2000, p.27).

Brand is a collection of perceptions that envision in people's minds about products, services or the establishment itself (Eray, 1999, p.114).

Similar points are emphasized for the definitions of brand. Brand is name, word, sign, symbol and logos or combination of these which one or a group of producer(s) and/or seller(s) use to promote products or services and to differentiate them from competitors (Kotler, 1991, p.442). In one of his researches, Aaker mentions brand as a tool which is useful to differentiate an establishment's own brand from other establishments' services and products (Aaker, 2009, p.25).

According to the Legislative Decree on Protection of Trademarks, brand is defined as "providing that it ensures distinguishing the products and services of an enterprise from another's, all kinds of signs including people's names and especially words, figures, letters, numbers, forms or packages of products which can be shown as drawings or expressed in a similar way, published and reproduced." (No 556 KHK (public services commision), 1995, article 5).

From the point of consumers, brand is simplest way to recognize a product (Dereli and Bayksaoğlu, 2007, p.63). Product gains a different and special identity with brand. Consumers give new meanings to products thanks to brand (Odabaşı, 2009, p.146).

The brands having to make difference, fulfil it through "images". In other words, since substantial differences between products and establishments are dimishing gradually nowadays, lots of products, services and establishments give emotional "meanings" to their brands in order to shine amongst their competitors (Bati, 2007, p.4).

According to Aaker (1997), emotional bonds that brand creates approximate customers, producers, companies and all members of trade market each other and direct relationship management.

### 4.1 Brand identity

Brand identity gained importance in the beginning of 1990's (Gelder and Page, 2003, p.35). Uztuğ (2005, p.43) claims that brand identity can be evaluated as fundamental concept in the competitive environment of brand development and continuation of profitable growth. Creating a strong brand requires accurate and effective brand identity design and maintaining (Uztuğ, 2005, p. 43). Brand identity is a creative, stunning and fast quide for improvement. Thus, for an accurate brand identity below principles of the subject should be determined. These are (Elitok, 2003, p.45).

- (1) Define target consumers to monitor the business,
- (2) Define what you want, need, what you like,
- (3) Defining consumer identity profile,
- (4) Creating product range suitable to consumer profile.

The main difference between identity and image is image's being on the consumer side, identity's being on the sender (company) side (Uztuğ, 2005, p.44). Brand identity provides the brand with aim, mission and path to go. Halıçınarlı, (2008, p.15) suggested that brand identity enables consumers to communicate with the brand. There is a similar situation between brand personality and brand image. Brand personality can help the differentiation of brand identity as a strategic tool (Uztuğ, 2005, p.44).

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# 4.2 Brand image

Brand image is about an organization's brand personality's understanding by customers. Its the message of the brand and the consumer's interpretation and understanding of this message (Beğendik, 2006, p.105).

Brand image is the basic and one of the best known topics in relation to brand. It occurs as a result of the impression of consumers from variety of resources. These resources include many factors like, trying branded product, reputation of manufacturer, product packaging, brand name, used ad format and content, the media that the ad is presented (Akkaya, 1999, p.101).

Brand image is the consumers's perception of the brand (Erdil and Uzun, 2009, p.107). The consumers evaluate the brands based on the image they have, and accordingly they show a tendency to purchase (Odabaşı and Oyman, 2005, p.369). Correctly forwarded brand image both helps brand's better understanding by consumers and separates the brand from its competitors (Akkaya, 1999, p.104).

The key to creating a positive brand image in people's minds lies behind a special relationship-oriented marketing strategies (Keller, 2008, p.56).

# **5** Brand personality

Brand personality has been an important research area since the emergence of marketing and brand management for (Haigood, 1999, p.10). Aaker, J., defined brand personality as brand's association with different kinds of human characteristics (Aaker J.,1997, p.347). The business' branch, which is different from its competitors in the company's emotional, cognitive, and cultural values are seen as an important component. This allows company to take a different position compared to its competitors (Aaker A., 1990, p.27-41).

Brand personality is quite important as it provides a "soul" to a brand (Aaker, 1972, p.14). Brand personality is establishing a relationship between brand and the consumer (Aaker, 1997). Generally, consumers assign human characteristics to brands (Aaker, 1972, p.14). Basically, the concept of brand personality is based on the assumption that brands have human like characteristics and certain emotions (Uztuğ, 2005, p.41).

According to research, consumers take into consideration the situation that brands personalities and their own personalities have a harmony. Especially, with the product groups like the cars and clothes that have social use, brand personality has more effect on the consumer preferance (Uztuğ, 2003, p.41). Brands have more complex structure than products. Nowadays, when people buy a product, they not only consider the functional properties of the product, but also, they buy the symbolic features of the brand that are associated with the symbolic properties of it (Aaker, 1997, p.348).

Baudrillard claims that, by using ceratin products contemporary people give messages of their own. Also, people can limit their relationships with certain social groups or feel themselves part of certain groups (Baudrillard, 1995, p.21).

### 5.1 Dimensions of brand personality

Brand personality has five main headings including sincerity, enthusiasm, craftsmanship, exclusivity and hardness (Tığlı, 2003, p.68). Establishing a relationship and maintaining it is the basic key to success at every level and in every area of life. Recently, the understanding of continuation of relations with the masses of offered services has gained importance.



From brand's perspective, the relationship with the consumer is important in ensuring the continuity of the brand's own personality (Ar, 2004, p.66).

Jennifer L. Aaker designated brand dimensions as a result of the study that was conducted in 1997, in order to simplify the concept of brand personality and design measurement (Aaker J., 1997, p.351). Aaker's reliable and valid brand personality measurement consists of 42 features, it is used for the measurement of five dimesions and configuration of the brand. This measurement can be generalized in different product categories and it enables researchers to measure and compare the brands general symbolic usage and a specific product group symbolic usage (Tiğlı, 2003, p.68).

Aaker (1997) claims that there are five diemnsions "sincerity, enthusiasm, craftsmanship, exclusivity, hardness" (Aaker, 1997, p.352). down to earth, honest, wholesome and cheerful adjectives belong to sincerity diemnsion; daring, spirited, imaginative, and up to date adjectives belong to enthusiasm diemension; reliable, intelligent and successful adjectives belong to craftmanship dimension; upper class, and charming adjectives belong to exclusivity dimension; outdoorsy, tough adjectives belong to hardness diemnsion (Aaker J., 1997, p.354).

# 5.2 Aaker J.'s five dimensional brand personality model

Inspired by the Big Five Model of Personality in psychology, Aaker. J. has carried out a study in 1997 which is one of the scales for the identification of the brand. Based on the results of this research Aaker J. suggested five brand personality factors.

Even though, based on the theories of personality developed in many basic personality traits, the Five Factor Model has gained general acceptance and it is supported by other studies conducted in different countries and languages. This situation demonstrates that this model is not limited to English language (Somer, Korkmaz and Tatar, 2002, p.22).

Despite there are criticisms about this model, that it will not be applicable to different cultures and product categories, Aaker's brand personality model has been the most resounding model in the brand personality literature.

### 5.3 The process of creating brand personality

The most difficult and complicated side of creating a brand is personalizing the brand (Ar, 2004, p.59). A brand personality can be created by experiences with brand's direct or indirect links with its consumers (Ouwersloot and Tudorica, 2001, p.10). The first element that needs to be taken into consideration is which market does the brand appeal to and the target market. Also, consumers' preferences and likes needs to be analized(Güngör and Torlak, 2011, p.12).

In the process of creating brand personality, one of the most important topics is consumers' personalities (Yener, 2007, p. 49). According to Geuens et al. (2009) creating brand personality requires following steps:

- Choosing target market
- Defining the needs, likes and requests of consumers (target market)
- Creating a consumer personality profile
- Creating a brand personality that matches with this profile (Geuens et al. 2009, p.98).

When the suitable brand personality is created, it will be easier to impress the consumers (Dursun, 2009, p.90). A wellestablished brand personality increases consumer brand preference (Yılmaz, 2007, p.111).



# **6 Brand gender**

The findings in Batra, Lehmann and Singh (1993) mentioned that the brand personality evolved in a similar manner with people, indicating that they are supportive of the theory (Kervinen, 2008, p.72). Brand gender is a concept that advances with brand personality. According to Grohmann (2008) masculinity and femininity are prevalent personality traits. These can be transferred to brand personality and brand features, and can be used by customers who connect with human nature in practice.

Previous researches that have been carried out on sexual identity and consumer behavior suggested that sexual identity plays an important role on consumer behavior (inYe and Robertson, 2012, p.83,Arnold and Fisher, 1994). Sirgy 1986 claimed that brand usage is compatible with consumer brand gender image. It is stated that, from brand's perspective gender identity can have a powerful effect on adaptation with strong gender (inYe and Robertson, 2012,Worth et al 1992).

In the context of the brand gender, Grohmann (2009) asserted that one should not rely on human personality qualities, which are masculinity and femininity. Instead of relying on this, a criterion is needed to measure the attributes of the brand in connection with gender. According to Grohman (2009) brand femininity and masculinity consists of feminine and masculine brand personality traits. These are brand genders' two dimensions (Lieven et al., 2014, p.372).

Masculinity is represented with; aggression, independence, hiding feelings and being emotional, behaving objectively, not to be easily impressed, being scientific, being rational, being skilled in working life, not easily hurt himself, being adventurous, being competitive, making decisions easier, being able to act like a leader, being confident in moments of crisis, getting excited easily. Using a mild tongue, being talkative, being polite and tolerant, being religious, being aware of others' feelings, having regular habits, having high level of security need, expressing the feelings easily and being in love of art and literature are feminen traits (Pira and Elgün, 2004, p.529).

Researches show that brand- gender association effects the customer reactions positively (Lieven et al., 2014, p.372). As an example to this ; eventhough in 1920s Marlboro was positioned as woman brand, nowadays it is perceived as masculine. After 1950s with the media's relation of lung cancer and smoking, cigaratte sales started to decrease. As it is believed to be less harmfull, filtered cigarette demand started to increase, thus Philip Morris Company decided to change the brand's gender. Therefore, advertiser Leo Burnett, started to use macho figures to fit in with the brand personality (Mingo, 1995, p.11-13).

# 7 Brand loyalty

Jacoby and Chestnut (1978) define brand loyalty as using the brand consciously and by buying it more than once creating a continuous buying behavior (Kurtuldu and Çilingir 2009, p.250). As a result of positive previous purchase experience, customers' knowingly choosing to repurchase the brand is called as brand loyalty (Eroğlu and Sari 2001, p.4).

Aaker (1991) asserted the marketing advantage of brand loyalty by cutting marketing costs, getting more new customers and creating more commercial leverage (in Devrani, 2009, p.408). Customers having high levels of brand loyalty find the satisfaction that competitor service and brands can not provide. These type of customers are the company's most profitable and valuable customers that should not be lost on the contrary should be increased (Krom, 2013, p.54).

Brand loyalty is the trust and dependance that consumers feel for the brand (Elden, 2009, p.124). Various relationships have been found between the brand loyalty and consumer characteristics (İslamoğlu and Altunışık, 2008, p.51). It is defined that brand personality effects brand loyalty (Tayfur, 2012, p.116).



### **8** Brand satisfaction

Recently, satisfaction has gained importance both for theoric and practical marketing and consumer researchers (Consuegra, Molina and Esteban, 2007, p.460).

Also, customer satisfaction is post-purchase evaluations or emotional communication that is established with the company at the time of purchase (Garbarino and Johnson, 1999, p.71). Customers compare the perceived service quality in deciding whether they are satisfied with the expectations (Haciefendioğlu and Koç, 2009, p.148).

Customers perceived the brand with a certain expectation. At this point, if the detected values and previous experiences tend to be equal to expected or more than expected, customer satisfaction can be mentioned (Yalçın, Erdoğmuş and Çobanoğlu, 2009, p.387).

# 9 Methodology

Questionnaire is responded randomly face to face by 301 consumers. All the participants live in Istanbul and all of them are university, masters and PhD gradutes. Age range of participants is between 18 and 44. The gender distribution of the participants it is hoped to be approximately the same. The research context includes 18+ individuals who have personal income.

A questionnaire is comprised of demographic questions, brand personality and brand loyalty scales. For the brand gender, femininity and masculinity degrees has been questioned.

The data is analysed in IBM SPSS 21 (Statistical Package for Social Sciences). Results are analysed and reported with IBM SPSS 21 by using scientific methods. These methods are analysed with Independent T Test, One way ANOVA and Pearson Correlation.

### **10 Findings**

### 10.1 Demographic distribution of the research sample

		n	%
Candan	Female	148	49,2
Gender	Male	153	50,8
	18-24	112	37,2
Age	25-34	121	40,2
0	35-44	68	22,6
Marital Status	Single	223	74,1
Maritar Status	Married	78	25,9
	University	205	68,1
Education Status	Masters-PhD	96	31,9
	Total	301	100,0

51% of the surveyed people is male and 49% is female. The age range changes between 18 and 44. 40% with in the range of 25-34 people is in the first place. Then 37% with in the range of 18-24 and 22% with in the range of 35-44 people follow.

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		n	%
	Less than 30%	163	54,2
How much of your personal income do you spend for clothing	Between 30% -50%	106	35,2
	Between50% - 70%	32	10,6
	1-4 months	182	60,5
	5-8 months	64	21,3
How often do you buy your favourite brand	9-12 months	31	10,3
	13 months and above	24	8,0
	Total	301	100,0
	Less than 1year	17	5,6
How long have you been using your feverite brand	Between 1-3	94	31,2
Thow folig have you been using your favourite braild	More than 3 years	190	31,0
	Total	301	100,0

As a significant percentage of 54% participants spend less than 30% of their personal income on clothing. 35% participants spend 30%-50% of their personal income on clothing, the ones who spend between 50%-70% is just 11%.

# 10.2 Distribution of the five most preferred brands

The Most	1.1	Brand	2.	Brand	3.	Brand	4.	Brand	5.	Brand
Preferred	n	%	n	%	n	%	n	%	n	%
Zara	43	14,3	17	5,6	24	8,0	18	6,0	28	9,3
Adidas	20	6,6	41	13,6	27	9,0	24	8,0	23	7,6
LCW	72	23,9	14	4,7	21	7,0	17	5,6	25	8,3
Tommy	7	2,3	8	2,7	6	2,0	12	4,0	14	4,7
Mavi Jeans	36	12,0	30	10,0	22	7,3	27	9,0	41	13,6
Mango	17	5,6	22	7,3	28	9,3	25	8,3	14	4,7
Polo	6	2,0	14	4,7	26	8,6	21	7,0	23	7,6
Dockers	2	,7	6	2,0	8	2,7	14	4,7	9	3,0
Bershka	4	1,3	20	6,6	14	4,7	18	6,0	6	2,0
Koton	48	15,9	36	12,0	41	13,6	29	9,6	15	5,0
Lacoste	10	3,3	9	3,0	13	4,3	6	2,0	5	1,7
Defacto	12	4,0	26	8,6	23	7,6	24	8,0	17	5,6
Beymen	3	1,0	9	3,0	2	,7	9	3,0	20	6,6
Pull and Bear	7	2,3	6	2,0	8	2,7	16	5,3	10	3,3
Mudo	1	,3	5	1,7	8	2,7	7	2,3	6	2,0
Nike	4	1,3	23	7,6	10	3,3	17	5,6	21	7,0
Benetton	1	,3	1	,3	2	,7	3	1,0	2	,7
Diesel	2	,7	2	,7	9	3,0	3	1,0	9	3,0
Stradivarius	6	2,0	12	4,0	9	3,0	11	3,7	13	4,3
Toplam	301	100,0	301	100,0	301	100,0	301	100,0	301	100,0

When participants have been asked to array the 5 most preferred brands, LCW is the most preferred brand with the range 24% among 19 clothing brands. The second one is Koton with 16%, the third one is ZARA with 14% and the fourth one is MAVI JEANS with 12%.

Purchased Brands					
	n	%			
Koton	154	12,8			
LCW	124	10,3			
Mavi Jeans	115	9,6			
Adidas	112	9,3			
Zara	102	8,5			
Mango	92	7,6			
Defacto	85	7,1			
Polo	67	5,6			
Bershka	56	4,7			
Nike	54	4,5			
Stradivarius	38	3,2			
Lacoste	38	3,2			
Pull and Bear	37	3,1			
Tommy	33	2,7			
Dockers	30	2,5			
Beymen	23	1,9			
Mudo	21	1,7			
Diesel	16	1,3			
Benetton	7	0,6			
Total	1205	100,0			

16

Without sorting, the participants indicate the most preferred brands as KOTON 13% and LCW 10%. Then Mavi Jeans, Adidas and Zara follow.

# 10.3 The most considered features while selecting outdoor clothing products

While selecting outdoor products,	1.Feature		2.Fe	ature	3.Feature	
the most considered	n	%	n	%	n	%
Brand	56	18,6	9	3,0	36	12,0
Fabric Pattern, drape etc.	50	16,6	46	15,3	58	19,3
Color, comfort	60	19,9	81	26,9	52	17,3
Model, cutting, design	68	22,6	73	24,3	67	22,3
Price	59	19,6	75	24,9	67	22,3
The use of health-compatible materials	6	2,0	16	5,3	19	6,3
Advertisement	2	,7	1	,3	2	,7
Total	301	100,0	301	100,0	301	100,0

When we array 3 qualities that people consider the most while they are selecting outdoor clothing, the first quality is about model, cutting and design with the range 23%. Then participants consider the color, comfort, price, brand, fabric pattern etc. The use of health-compatible materials and advertisement are not prioritized, the range fort hem is just 3%.

Considered Features While Selecting		
Outdoor Clothing Products	n	%
Brand	101	11,2
Fabric Pattern, drape etc	154	17,1
Color, comfort	193	21,4
Model, cutting, design	208	23,0
Price	201	22,3
The use of health-compatible materials	41	4,5
Advertisement	5	0,6
Total	903	100,0

While choosing clothing without sorting, model/cutting/design are the most important feathures.

# 10.4 Personality discription of participants

How do you	n	%
describe yourself		
Cheerful	82	27,2
Brave	15	5,0
Elastic	22	7,3
Honest	59	19,6
Touchy	14	4,7
Calm	37	12,3
Shy	6	2,0
Serious	24	8,0
Offensive	2	0,7
Energetic	40	13,3
Total	301	100,0

27% of participants have described themselves as cheerful, 20% of participants have described themselves as honest, 13% of participants have described themselves as energetic, 12% of participants have described themselves as calm.

# 10.5 When choosing outerwear, the most preferred three features of brand personality sub-dimensions, brand gender and brand loyalty avarages distribution

	The most considered feature while selecting outdoor clothing products								
	Brands	Brands Fabric		Model,	Price	The use of health-	Adverti-	Total	
		Pattern,	comfort	cutting,		comp. materials	sement		
		drape etc.		design					
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	
Feminine	3,09	3,44	2,95	2,91	2,47	1,50	1,00	2,91	
Masculine	3,27	3,30	2,78	3,10	2,80	2,33	3,00	3,03	
Sincerity	3,28	3,31	3,26	3,42	3,06	3,32	3,68	3,27	
Enthusiasm	3,43	3,53	3,31	3,51	3,00	3,52	3,68	3,36	
Mastership	3,61	3,32	3,34	3,47	3,12	3,52	3,72	3,38	
Selectness	3,45	3,47	3,15	3,39	2,91	3,19	3,92	3,27	
Toughness	3,37	3,36	3,18	3,39	3,05	3,30	2,80	3,27	
Confidence	3,76	3,38	3,60	3,58	3,26	3,88	3,93	3,53	



People who state the brand as the most considered feature while selecting outerwear products associate confidence with the most preferred brand.

People who state fabric pattern as the most considered feature associate enthusiasm with the most preferred brand.

People who state the color and comfort of the products as the most considered feature associate confidence with the most preferred brand.

People who state the cutting, madel and design of the products as the most considered feature associate confidence with the most preferred brand.

People who state the price as the most considered feature associte confidence with the most preferred brand.

People who state the use of health- compatible materials as the most considered feature associate confidence with the most preferred brand.

People who state the advertisement of the products as the most considered feature associate confidence and selectness with the most preferred brand.

The concepts of feminine and masculine came to the forefront in harmonisation made by the people who state brand and fabric as the most considered feature.

10.6 *T* test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the gender distribution

		Levene's Equality Variance	Test for of s	t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95 Confiden of the Differe	ce Interval nce
									Lower	Upper
Sincerity	Equal variances assumed Equal variances not assumed	,010	,921	,640 ,640	299 298,943	,523 ,523	,06886 ,06886	,10764 ,10760	-,14296 -,14289	,28068 ,28061
Enthusiasm	Equal variances assumed Equal variances not assumed	,052	,820	1,398 1,398	299 298,603	,163 ,163	,16789 ,16789	,12009 ,12009	-,06843 -,06844	,40421 ,40423
Mastership	Equal variances assumed Equal variances not assumed	,085	,771	,583 ,584	299 298,959	,560 ,560	,06871 ,06871	,11776 ,11768	-,16304 -,16287	,30046 ,30029
Selectness	Equal variances assumed Equal variances not assumed	,420	,518	1,511 1,510	299 298,069	,132 ,132	,18847 ,18847	,12477	-,05707 -,05717	,43401 ,43410
Hardness	Equal variances assumed Equal variances not assumed	,003	,958	1,493 1,492	299 297,562	,136 ,137	,18695 ,18695	,12520 ,12528	-,05943 -,05958	,43334 ,43349
Femininity	Equal variances assumed Equal variances not assumed	,002	,966	3,817 3,816	299 298,303	,000 ,000	,59530 ,59530	,15596 ,15600	,28839 ,28831	,90221 ,90229
Masculinity	Equal variances assumed Equal variances not assumed	3,209	,074	,741 ,740	299 296,566	,459 ,460	,10722 ,10722	,14469 ,14483	-,17752 -,17780	,39197 ,39225
Trust	Equal variances assumed Equal variances not assumed	4,084	,044	,400 ,401	299 294,575	,689 ,688	,04705 ,04705	,11754 ,11724	-,18426 -,18368	,27836 ,27778
Dependance	Equal variances assumed Equal variances not assumed	,291	,590	,760 ,761	299 298,719	,448 ,447	,09256 ,09256	,12172 ,12159	-,14697 -,14672	,33209 ,33183
Satisfaction	Equal variances assumed Equal variances not assumed	3,982	,047	,979 ,981	299 296,036	,328 ,327	,09040 ,09040	,09235 ,09215	-,09134 -,09095	,27214 ,27175
Loyalty	Equal variances assumed Equal variances not assumed	,051	,821	1,696 1,697	299 298,994	,091 ,091	,20833 ,20833	,12284 ,12278	-,03341 -,03329	,45007 ,44995

According to Levene's Test results for Sincerity, Enthusiasm, Mastership, Selectness, Hardness, Femininity, Masculinity, Dependance and Loyalty concepts Sig. values> 0,05 ,the variances of the groups with 95% confidence, homogenously distributed. For trust and satisfaction. values of p < 0.05 and 95% confidence the variances of the groups dissolved



homogenous.

Sincerity, Enthusiasm, Craftsmanship, Exclusivity, Hardness, Masculinity, Dependance, Loyalty, Trust and Satisfaction for an average of t-test Sig. > 0.05 that is 95% confidence that there isn't a statistically significant difference between men and women.

For the femininity concept Sig. P < 0.05 and 95%, there is statistically significant difference between the averages of the woman and man who shop securely from their most preferred brand and their association of the Femininity.

Table 2: (	Group statistics	
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Gender		N	Mean	Std. Deviation	Std. Error Mean
Femininity	Female	148	3,2162	1,36297	,11204
	Male	153	2,6209	1,34265	,10855

It is determined that female consumers significantly associate their most purchased brands with femininity compared to male consumers. But for the Masculinity similar situation was not observed.

10.7 *T* test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the distribution of marital status

		Levene's Equality Variance	Test for of s	t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95 Confider of the Differ	nce Interval ence
									Lower	Upper
Sincerity	Equal variances assumed Equal variances not assumed	1,606	,206	1,886 1,816	299 126,013	,060 ,072	,23044 ,23044	,12217 ,12689	-,00998 -,02067	,47086 ,48155
Enthusiasm	Equal variances assumed Equal variances not assumed	5,925	,016	1,620 1,451	299 112,743	,106 ,150	,22170 ,22170	,13686 ,15284	-,04764 -,08111	,49104 ,52451
Mastership	Equal variances assumed Equal variances not assumed	2,843	,093	1,448 1,341	299 118,450	,149 ,183	,19396 ,19396	,13397 ,14466	-,06970 -,09250	,45761 ,48041
Selectness	Equal variances assumed Equal variances not assumed	8,247	,004	1,336 1,194	299 112,547	,183 ,235	,19029 ,19029	,14248 ,15930	-,09010 -,12534	,47067 ,50591
Toughness	Equal variances assumed Equal variances not assumed	5,264	,022	,209 ,192	299 117,241	,835 ,848	,02995 ,02995	,14337 ,15586	-,25219 -,27872	,31210 ,33862
Feminine	Equal variances assumed Equal variances not assumed	10,300	,001	,785 ,726	299 118,082	,433 ,469	,14298 ,14298	,18204 ,19696	-,21526 -,24706	,50122 ,53302
Masculine	Equal variances assumed Equal variances not assumed	3,234	,073	-,516 -,485	299 121,024	,606 ,629	-,08526 -,08526	,16517 ,17589	-,41030 -,43347	,23978 ,26295
Trust	Equal variances assumed Equal variances not assumed	,532	,466	2,125 2,055	299 126,914	,034 ,042	,28295 ,28295	,13315 ,13770	,02092 ,01046	,54497 ,55543
Dependence	Equal variances assumed Equal variances not assumed	,153	,696	,792 ,778	299 130,174	,429 ,438	,11005 ,11005	,13886 ,14150	-,16323 -,16988	,38332 ,38997
Satisfaction	Equal variances assumed Equal variances not assumed	,308	,579	,908 ,923	299 138,583	,365 ,358	,09571 ,09571	,10540 ,10373	-,11170 -,10938	,30312 ,30080
Loyalty	Equal variances assumed Equal variances not assumed	6,921	,009	1,005 ,897	299 112,239	,316 ,372	,14124 ,14124	,14059 ,15750	-,13543 -,17082	,41792 ,45331

### Table 3: Independent samples Test

According to the Levene's Test results, Sig. Values for sincerity, mastership, masculine, trust, dependence and satisfaction concepts are > 0,05 and variance of the groups are distributed homogeneously with 95% confidence. Sig. Values for enthusiasm, selectness, femininity and loyalty concepts are < 0.05 and variance of the groups are not distributed homogeneously with 95% confidence.

For the averages of sincerity, enthusiasm, mastership, selectness, toughness, feminine, masculine, dependence, satisfaction and loyalty, T test Sig. is > 0.05. Statistically, there is not a significant difference between single and married



with 95% confidence.

Sig. is < 0.05 for trust concepts. Statistically, there is a significant difference between single and married people associate their most preferred brand with trust.

Marital	Status	Ν	Mean	Std. Deviation	Std. Error Mean
Trust	Single	223	3,6035	,99321	,06651
	Married	78	3,3205	1,06487	,12057

### Table 4: Group statistics

It is determined that single people associate the most preferred brand with trust more than married people.

10.8 *T* test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the distribution of educational status

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95 Confiden of the Differe	ce Interval nce	
									Lower	Upper	
Sincerity	Equal variances assumed Equal variances not assumed	31,023	,000,	-2,476 -2,924	299 278,275	,014 ,004	-,28314 -,28314	,11437 ,09683	-,50822 -,47375	-,05807 -,09254	
Enthusiasm	Equal variances assumed Equal variances not assumed	29,766	,000,	-2,054 -2,434	299 279,886	,041 ,016	-,26356 -,26356	,12833 ,10830	-,51610 -,47674	-,01101 -,05038	
Mastership	Equal variances assumed Equal variances not assumed	34,224	,000,	-2,358 -2,823	299 284,690	,019 ,005	-,29531 -,29531	,12523 ,10461	-,54176 -,50122	-,04886 -,08940	
Selectness	Equal variances assumed Equal variances not assumed	25,260	,000	-1,826 -2,103	299 264,404	,069 ,036	-,24400 -,24400	,13360 ,11602	-,50693 -,47245	,01892 -,01556	
Toughness	Equal variances assumed Equal variances not assumed	10,885	,001	-2,299 -2,590	299 251,460	,022 ,010	-,30720 -,30720	,13362 ,11861	-,57015 -,54079	-,04424 -,07360	
Feminin	Equal variances assumed Equal variances not assumed	2,538	,112	-,383 -,396	299 202,459	,702 ,692	-,06565 -,06565	,17127 ,16558	-,40271 -,39213	,27140 ,26083	
Masculine	Equal variances assumed Equal variances not assumed	3,043	,082	-1,130 -1,213	299 223,105	,260 ,226	-,17510 -,17510	,15502 ,14433	-,48017 -,45953	,12996 ,10933	
Trust	Equal variances assumed Equal variances not assumed	25,280	,000	-2,090 -2,462	299 276,903	,037 ,014	-,26164 -,26164	,12521 ,10628	-,50804 -,47087	-,01525 -,05242	
Dependence	Equal variances assumed Equal variances not assumed	8,936	,003	,339 ,367	299 228,922	,735 ,714	,04424 ,04424	,13066 ,12044	-,21289 -,19308	,30138 ,28156	
Satisfaction	Equal variances assumed Equal variances not assumed	16,186	,000,	-3,443 -3,894	299 253,874	,001 ,000	-,33502 -,33502	,09731 ,08603	-,52653 -,50445	-,14352 -,16560	
Loyalty	Equal variances assumed Equal variances not assumed	22,725	,000	-1,240 -1,437	299 268,061	,216 ,152	-,16375 -,16375	,13206 ,11395	-,42363 -,38810	,09613 ,06059	

Table 5	: Independent	samples test
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According to the Levene's Test Results, Sig. values for masculine and femininity concepts are > 0.05 and variance of the groups are distributed homogeneously with 95% confidence. Sig. values are < 0.05 for sincerity, enthusiasm, mastership, selectness, toughness, trust, dependence, satisfaction and loyalty. The variance of the groups are not distributed homogeneously with 95% confidence.

For femininity, masculine, dependence and loyalty, T test Sig. is > 0.05. Statistically, there is not a significant difference between educational status groups and trust with 95% confidence.

For sincerity, enthusiasm, mastership, selectness, toughness, trust and satisfaction concepts, Sig. is < 0.05. Statistically, there is a significant difference between the averages of educational status groups associate the most preferred brand with sincerity, enthusiasm, mastership, selectness, toughness, trust and satisfaction concepts.



Educational Sta	atus	N	Mean	Std. Deviation	Std. Error Mean	
Sincority	University	205	3,1818	1,03300	,07215	
Shicenty	Master-Doctorate	96	3,4650	,63271	,06458	
Enthusiasm	University	205	3,2772	1,16096	,08108	
Linuiusiasiii	Master-Doctorate	96	3,5407	,70336	,07179	
Mastarship	University	205	3,2846	1,13862	,07952	
Mastership	Master-Doctorate	96	3,5799	,66593	,06797	
C - 1 +	University	205	3,1935	1,19079	,08317	
Selectiless	Master-Doctorate	96	3,4375	,79260	,08089	
Toughness	University	205	3,1678	1,17638	,08216	
Toughness	Master-Doctorate	96	3,4750	,83817	,08555	
Trust	University	205	3,4467	1,12933	,07888	
IIust	Master-Doctorate	96	3,7083	,69798	,07124	
Satisfaction	University	205	3,5634	,85871	,05997	
Satisfaction	Master-Doctorate	96	3,8984	,60435	,06168	

Table 6: Group statistics

Post graduate and doctor's degree ones associate the most preferred brand with sincerity more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with mastership more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with selectness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with toughness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with toughness more than graduate students. It is determined that Post graduate and doctor's degree ones are satisfied with the most preferred brand more than graduate students.

10.9 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the age distribution

		Sum of Squares	df	Mean Square	F	Sig.
Sincerity	Between Groups Within Groups Total	2,990 257,969 260,959	2 298 300	1,495 ,866	1,727	,180
Enthusiasm	Between Groups Within Groups Total	2,733 323,761 326,494	2 298 300	1,366 1,086	1,258	,286
Mastership	Between Groups Within Groups Total	2,570 309,736 312,305	2 298 300	1,285 1,039	1,236	,292
Selectness	Between Groups Within Groups Total	2,551 350,292 352,842	2 298 300	1,275 1,175	1,085	,339
Toughness	Between Groups Within Groups Total	2,148 353,069 355,218	2 298 300	1,074 1,185	,907	,405
Feminine	Between Groups Within Groups Total	1,622 572,132 573,754	2 298 300	,811 1,920	,422	,656
Masculine	Between Groups Within Groups Total	,757 471,030 471,787	2 298 300	,379 1,581	,240	,787
Trust	Between Groups Within Groups Total	5,220 305,716 310,936	2 298 300	2,610 1,026	2,544	,080
Loyalty	Between Groups Within Groups Total	,121 333,761 333,882	2 298 300	,060 1,120	,054	,947
Satisfaction	Between Groups Within Groups Total	2,044 190,417 192,461	2 298 300	1,022 ,639	1,600	,204
Loyalty	Between Groups Within Groups Total	2,379 340,298 342,677	2 298 300	1,189 1,142	1,042	,354

#### Table 7: ANOVA



According to the Anova Test results, Sig. > 0.05 for the averages of all the variables. Statistically, there is not a significant difference between age groups with 95% confidence.

# 10.10 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the distribution of personal income used on clothing

		Sum of Squares	df	Mean Square	F	Sig.
Sincerity	Between Groups Within Groups Total	7,312 253,647 260,959	2 298 300	3,656 ,851	4,295	,014
Enthusiasm	Between Groups Within Groups Total	7,553 318,941 326,494	2 298 300	3,776 1,070	3,528	,031
Mastership	Between Groups Within Groups Total	5,230 307,076 312,305	2 298 300	2,615 1,030	2,538	,081
Selectness	Between Groups Within Groups Total	14,413 338,430 352,842	2 298 300	7,206 1,136	6,345	,002
Toughness	Between Groups Within Groups Total	9,398 345,819 355,218	2 298 300	4,699 1,160	4,049	,018
Feminine	Between Groups Within Groups Total	26,051 547,703 573,754	2 298 300	13,025 1,838	7,087	,001
Masculine	Between Groups Within Groups Total	7,047 464,740 471,787	2 298 300	3,523 1,560	2,259	,106
Trust	Between Groups Within Groups Total	2,725 308,211 310,936	2 298 300	1,362 1,034	1,317	,269
Dependence	Between Groups Within Groups Total	9,078 324,804 333,882	2 298 300	4,539 1,090	4,165	,016
Satisfaction	Between Groups Within Groups Total	1,152 191,309 192,461	2 298 300	,576 ,642	,898	,409
Loyalty	Between Groups Within Groups Total	14,407 328,270 342,677	2 298 300	7,203 1,102	6,539	,002

### Table 8: ANOVA

According to the Anova Test results, Sig. is > 0.05 for mastership, masculine, trust and satisfaction averages. Statistically, there is not a significant difference between incomes which are used for shopping with 95% confidence.

According to the Anova results, Sig. is < 0.05 for sincerity, enthusiasm, selectness, toughness, femininity, dependence, loyalty variables' averages. Statistically, there is a significant difference between incomes which are used for shopping with 95% confidence.

	Levene Statistic	df1	df2	Sig.
Sincerity	,052	2	298	,949
Enthusiasm	,153	2	298	,858
Selectness	,515	2	298	,598
Toughness	2,651	2	298	,072
Feminine	1,577	2	298	,208
Dependence	,837	2	298	,434
Loyalty	2,488	2	298	,085

Table 9: Test of homogeneity of variances

Bonferroni Test results were considered for variables which variations distributed homogeneously.

Dependent Variable				Mean	Std Error	Sig	95 Confide	nce Interval
Dependent va	lable			Difference (I-J)	Std. Erior	sig.	Lower	Upper
							Bound	Bound
		Loss than 20%	Between 30% - 50%	-,24209	,11512	,109	-,5192	,0351
		Less man 50%	Between 50% - 70%	,25678	,17838	,453	-,1727	,6863
Sincority	Ponforroni	Raturaan 2004 5004	Less than 30%	,24209	,11512	,109	-,0351	,5192
Sincerity	Bomerioni	Between 50% - 50%	Between 50% - 70%	,49887*	,18609	,023	,0509	,9469
		Returnen 50% 70%	Less than 30%	-,25678	,17838	,453	-,6863	,1727
		Between 50% = 70%	Between 30% - 50%	-,49887*	,18609	,023	-,9469	-,0509
		Lass than 200/	Between 30% -50%	-,34269*	,12909	,025	-,6535	-,0319
		Less man 50%	Between 50% - 70%	-,15364	,20003	1,000	-,6352	,3280
Enthusiasm Bonferroni	Datasan 20.0/ 500/	Less than 30%	,34269*	,12909	,025	,0319	,6535	
	Between 50 %- 50%	Between 50% - 70%	,18905	,20867	1,000	-,3133	,6914	
		Datum an 500/ 700/	Less than 30%	,15364	,20003	1,000	-,3280	,6352
		Between 50% - 70%	Between 30% - 50%	-,18905	,20867	1,000	-,6914	,3133
		I	Between 30% - 50%	-,47103*	,13297	,001	-,7912	-,1509
		Less than 50%	Between 50% - 70%	-,26083	,20605	,620	-,7569	,2353
		D	Less than 30%	,47103*	,13297	,001	,1509	,7912
Selectness	Bonterroni	Between 30% - 50%	Between 50% - 70%	,21020	,21495	.987	-,3073	,7277
		D	Less than 30%	,26083	,20605	,620	-,2353	,7569
		Between 50% - 70%	Between 30% - 50%	-,21020	,21495	,987	-,7277	,3073
	1 1 2001	Between 30% - 50%	-,37372*	,13441	,017	-,6973	-,0501	
		Less than 50%	Between 50% -70%	-,26948	,20829	.590	-,7709	,2320
	Potwaan 200/ 500/	Less than 30%	,37372*	,13441	,017	,0501	,6973	
Tougnness	Bonterroni	Between 50% - 50%	Between 50% - 70%	,10425	,21728	1,000	-,4189	,6274
		Between 50% - 70%	Less than 30%	,26948	,20829	,590	-,2320	,7709
			Between 30% - 50%	-,10425	,21728	1,000	-,6274	,4189
		I	Between 30% - 50%	-,61055*	,16916	,001	-1,0178	-,2033
		Less than 50%	Between 50% - 70%	-,51208	,26213	,155	-1,1432	,1190
Estation	Danfamai	Dature 200/ 500/	Less than 30%	,61055*	,16916	,001	,2033	1,0178
Feininne	Bomerioni	Between50% - 50%	Between 50% - 70%	,09847	,27345	1,000	-,5599	,7568
		Datasan 500/ 700/	Less than30%	,51208	,26213	,155	-,1190	1,1432
		Between 30% -70%	Between 30% -50%	-,09847	,27345	1,000	-,7568	,5599
		I	Between 30% - 50%	-,26529	,13027	,128	-,5789	,0483
		Less than 50%	Between 50% -70%	-,50375*	,20186	,039	-,9897	-,0178
D I	D ( .	D	Less than 30%	,26529	,13027	,128	-,0483	,5789
Dependence	Bonterroni	Between 50% - 50%	Between 50% -70%	-,23846	,21058	,775	-,7454	,2685
		D	Less than 30%	,50375*	,20186	,039	,0178	,9897
		Between 50% - 70%	Between 0% - 50%	,23846	,21058	,775	-,2685	,7454
		1 1 2001	Between 30% -50%	-,45688*	,13096	,002	-,7722	-,1416
		Less than 30%	Betweeen 50% - 70%	-,36699	,20293	,215	-,8556	,1216
T Is	D ( .	D	Less than 30%	,45688*	,13096	,002	,1416	,7722
Loyaity	Bonterroni	Between 50% - 50%	Between 50% - 70%	,08988	,21170	1,000	-,4198	,5996
		D	Less than30%	,36699	,20293	,215	-,1216	,8556
		Between 50 %- 70%	Between 30% - 50%	-,08988	,21170	1,000	-,5996	,4198
			*. The mean difference is s	ignificant at the 0.05 le	vel.		•	

 Table 10: Multiple comparisons

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with the sincerity more than the ones who spend 50%-70% of their personel income.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with enthusiasm more than the ones who spend less than 30% of their personal income.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with selectness more than the ones who spend less than 30% of their personal income.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with toughness more than the ones who spend less than 30% of their personal income.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with effeminacy more than the ones who spend less than 30% of their personal income.

24

People who spend 50%-70% of their personal income on clothing feel loyal to the most preferred brand more than the ones who spend less than 30% of their personal income.

People who spend 30%-50% of their personal income on clothing are faithful to the most preferred brand more than the ones who spend less than 30% of their personal income.

10.11 T test results for sub-dimensions of brand personality, brand gender and the average distrubutions of brand loyalty according to the shopping frequency distribution

		Sum of	df	Mean	F	Sig.
	Datuyaan Croyna	Squares	2	Square	1.050	120
Sincerity	Between Groups	4,792	3	1,597	1,852	,138
Sincerity	Within Groups	256,167	297	,863		
	Total	260,959	300			
Enthusicom	Between Groups	15,532	3	5,177	4,945	,002
Enthusiasin	Within Groups	310,962	297	1,047		
	Total	326,494	300			
	Between Groups	10,022	3	3,341	3,282	,051
Mastership	Within Groups	302,283	297	1,018		
	Total	312,305	300			
	Between Groups	16,814	3	5,605	4,954	,002
Selectness	Within Groups	336,028	297	1,131		
	Total	352,842	300			
	Between Groups	9,848	3	3,283	2,823	,039
Toughness	Within Groups	345,370	297	1,163		
	Total	355,218	300			
	Between Groups	12,253	3	4,084	2,160	,093
Feminine	Within Groups	561,501	297	1,891		
	Total	573,754	300			
	Between Groups	7,718	3	2,573	1,646	,179
Masculine	Within Groups	464,070	297	1,563		
	Total	471,787	300			
	Between Groups	8,551	3	2,850	2,800	,060
Trust	Within Groups	302,385	297	1,018		
	Total	310,936	300			
	Between Groups	8,375	3	2,792	2,547	,056
Dependence	Within Groups	325,507	297	1,096		
	Total	333,882	300			
	Between Groups	8,397	3	2,799	4,517	,004
Satisfaction	Within Groups	184,064	297	,620		
	Total	192,461	300			
	Between Groups	17,391	3	5,797	5,293	,001
Loyalty	Within Groups	325,286	297	1,095		
	Total	342,677	300	,		

### Table 11: ANOVA

According to Anova resluts for Sincerity, Femininity, Mastership, Masculinity, Dependance Sig. > 0.05 and 95% there is not significant difference between people's shopping frequency.



Anova resluts show that Enthusiasm, Selectness, Exlusivity, Toughness, Trust, Satisfaction and Loyalty variables avarage requires Sig. < 0.05 and 95% of the people's shopping frequency show significant statistical difference.

	Levene Statistic	df1	df2	Sig.
Enthusiasm	,474	3	297	,701
Selectness	1,212	3	297	,305
Toughness	,736	3	297	,531
Satisfacton	1,440	3	297	,231
Loyalty	4,844	3	297	,003

Table 12: Test of Homogeneity of Variances

For the variances of homogeneous distributed variables, Bonferroni, for undistorted variables Dunnett T3 test results were taken into consideration.

Difference         Difference <thdifferenc< th="">         Differenc         Differenc&lt;</thdifferenc<>		Dependent Variable		Mean	Std Error	Sig	95 Confide	nce Interval	
Image: second			Dependent variable	-	Difference	Std. Error	Sig.	Lower	Upper
5-8 months         -0.0170         -14801         1.000        0173         3733           H-months         -2000th         -2000th        2175         .7786           5-8 months         9-12 months         2.2221         .002         .2205         1.009           5-8 months         9-12 months         2.2221         .2301         1.000        7333         .8079           5-8 months         9-12 months         2.2221         .2231         1.000        786        7786           9-12 months         5-8 months        22377         .2391         1.000        786        7786           1-4 months        50012        2721         .200        1788					(I-J)			Bound	Bound
Enthesises         9-12 months         2100         2.205         1.4000         -2.775         7.786           I-I months         0.0070         .14821         0.007         .2221         0.00         .2205         1.4009           5.8 months         9.12 months         0.0170         .14870         1.000         .3224         .8670           14 months         2.2057         .2981         1.000         .7284         .8670           14 months         .2017         .2211         1.000         .7786         .2793           14 months         .2017         .2211         1.000         .7786         .2791           13 months and more         .8109"         .24921         .005         .14829         .2205           9.12 months         .65012         .2701         .12091         .14829         .2205           9.12 months         .00704         .1548         .000         .3135         .5076           5.8 months         .912 months         .30964         .20667         .448         .1793           5.4 months         .912 months         .3076         .23276         .1000         .3135         .3135           5.8 months         .912 months         .3008         .2				5-8 months	-,02170	,14870	1,000	-,4167	,3733
set         is nonths and more         \$8100°         2222         0.002         2.205         1.4009           Enthusian         9-12 months         9-12 months         7272         2291         1.000        2333         4.167           Enthusian         9-12 months         9-12 months         7272         2291         1.000        7333         4.167           9-12 months         1-4 months        23077         .2381         1.000        7783         1.2891           9-12 months        2007         .2381         1.000        783         1.2991         .12891           1-4 months        8009°         .2221         .002         -1.4829         .1819           9-12 months        9071         .2781         .100         .3135         .576           1-4 months         .90704         .27824         .2067         .448         .12991         .1819           1-4 months         .90704         .25460         .2448         .000         .3135         .580         .1407         .3135         .335         .335         .335         .335         .335         .335         .335         .335         .335         .335         .335         .335         .335 <td< td=""><td></td><td></td><td>1-4 months</td><td>9-12 months</td><td>,25057</td><td>,19881</td><td>1,000</td><td>-,2775</td><td>,7786</td></td<>			1-4 months	9-12 months	,25057	,19881	1,000	-,2775	,7786
5-8 months         9-12 months         0.2170         1.4870         1.000         -3733         4.167           Enthusisam         13 months and more         82329*         22491         1.000         -3733         4.167           Enthusisam         9-12 months         13 months and more         5.2337         22591         1.000         -7.786         2751           9-12 months         5.58 months         -27227         22591         1.000         -4.670         3234           13 months and more         5.56 months         -57027         27821         2005         -1.4829         -1819           13 months and more         5.56 months         -57010         -7333         9.186         -1475         5076           13 months and more         5.56 months         -00704         1.558         1.000         -3.076         3135           Selectness         9.12 months         3.0974         1.558         1.000         -3.068         1.4475           14 months         -3.0974         1.558         1.000         -3.068         1.4475           5.8 months         -7.0780         2.2406         1.020         -3.4476         1.2205           5.8 months         -7.2780         2.2500         1.4470				13 months and more	,81069*	,22221	,002	,2205	1,4009
Enthusiasm         Bonferroni         13 months and more 14 months         23239' 23205'         19402         0.005         .1819         1.4829           Enthusiasm         9-12 months         5.8 months         .20207'         .19811         1.000         .8670         .23244           13 months and more 13 months and more         5.8 months         .8239'         .22211         .000         .14829         .1788           13 months and more 12 months         .81009''         .22221         .005         .14829         .1819           14 months         .58002''         .27821         .270         .12091         .1788           14 months         .58012''         .27821         .2005         .14829         .1819           5.8 months         .69704''         .15848         .1000         .3133         .5076           5.8 months         .9704         .20857         .0484         .1930         .1447           5.8 months         .27200         .22376         .0000         .3066         .1332           5.8 months         .36944         .20897         .0448         .9180         .1447           5.8 months         .36944         .20806         .0244         .14132         .0008 <td< td=""><td></td><td></td><td></td><td>1-4 months</td><td>,02170</td><td>,14870</td><td>1,000</td><td>-,3733</td><td>,4167</td></td<>				1-4 months	,02170	,14870	1,000	-,3733	,4167
Enhusiam         Bonferroni         I anomba more H months         23037 -23037         19881 (1000)         1000 -7786         114829           9-12 months         5.8 months 14 months         -23027         22311         1000         -78670         3224           14 months         -56012         27821         0.70         -1788         1.2991           13 months and more         5.8 months         -83329'         24492         0.00         -14329         -14191           14 months         -80001s         -05012         27821         270         -12991         1788           14 months         -09704         15458         1000         -3135         5076           14 months         -09704         15458         1000         -3166         8008           5-8 months         -22061         23276         1000         -3466         8008           5-8 months         -27060         23276         1000         -3468         1132           9-12 months         -38042         23090         0.024         -14132         -0208           13 months and more         578 months         -27260         23276         1000         -3480         1353           13 months and more         57987 <td></td> <td></td> <td>5-8 months</td> <td>9-12 months</td> <td>,27227</td> <td>,22391</td> <td>1,000</td> <td>-,3224</td> <td>,8670</td>			5-8 months	9-12 months	,27227	,22391	1,000	-,3224	,8670
Lamanasa         Homeline         14 months         -22057         19881         1000         -7786         2275           9-12 months         5.8 months         -22227         22391         1000         -8670         32241           13 months and more         5.8 months         -83029'         22401         000         -1,4829         -1,1819           13 months and more         5.8 months         -83239'         24402         005         -1,4829         -1,819           9-12 months         -5.6012         27821         -270         -1,2291         1788           9-12 months         -5.6012         27821         270         -1,2391         1,839           5-8 months         9.12 months         30964         20667         4488         -1703         9186           5-8 months         9.12 months         27260         23276         1000         -8076         3135           9-12 months         -54 months         -7269         22576         1000         -8076         3255           9-12 months         -74688         28900         056         -3038         4355           13 months and more         5.8 months         -73068'         25460         -14376         -2325	Enthuciocom	Enthusiasm Donforroni		13 months and more	,83239*	,24492	,005	,1819	1,4829
9-12 months         5.8 months         -5.02727         2.2911         1.000         -,8670         3.224           13 months and more         5.8 months         -5012         27821         0.02         -1,409         -,205           9-12 months         -5012         27821         0.00         -1,4829         -,1819           9-12 months         -5012         27821         270         -1,783         -,780           9-12 months         -5012         27821         270         -1,291         1,781           9-12 months         -5076         3482         -2005         -1,4476         -1,476           9-12 months         -09704         1,558         1,000         -3,456         3088           5-8 months         -212001         23276         1,000         -3,456         3133           9-12 months         -3,6964         20667         4,448         -9,486         1,373           9-12 months         -3,6964         2057         1,000         -3,456         3135           9-12 months         -3,6964         2057         1,000         -3,456         3135           9-12 months         -3,6964         20597         1,000         -3,457         3256      1	Entitusiasin Boinerroin		1-4 months	-,25057	,19881	1,000	-,7786	,2775	
I anonths and more         5-5012         27821         270         -1.788         1.2991           I anonths and more         5-8 nonths        83239*         2.24492         0.02         -1.4809         -2.205           I anonths and more         5-8 nonths         -50012         -7821         2.70         -1.2991         .1788           I -4 months         -5012         -7821         2.70         -1.2991         .1788           Selectnes         -5-8 nonths         -50704         .15458         1.000         -3.155         .5076           Selectnes         -5-8 nonths         -00704         .15458         1.000         -3.356         .8088           Selectnes         5-8 nonths         -0.2700         .23276         1.000         .3456         .8088           Selectnes         -1.2 nonths         -3.800th         .72608*         .25400         .024         .0468         .1232           -1.4 nonths         -8.800th         .72708*         .25400         .024         .4160         .1232           -1.3 nonths and more         .63764*         .23810         .000         .2713         .8417           -1.4 months         .63764*         .23180         .0566         .13571         <			9-12 months	5-8 months	-,27227	,22391	1,000	-,8670	,3224
I + months         -81000*         22221         0.05         -1.4090         -2.205           9-12 months         -852012         27821         2.70         -1.2991         .1789           9-12 months         .9704         .1548         1.000         .315         .5707           14 months         .0704         .1548         1.000         .315         .5707           13 months and more         .33964         .20667         .448         .1733         .9186           13 months and more         .33964         .20607         .448         .1733         .9186           14 months         .20700         .22376         1.000         .5766         .3135           5 s months         .212 months         .2120 molths         .22400         .024         .0068         .1325           9-12 months         .33 months and more         .548 months         .22309         .020         .14476         .2205           13 months and more         .548 months         .73698*         .25400         .244         .1472         .2068           9-12 months         .44938         .2920         .056         .12325         .338           14 months         .07826         .15671         1.000         <				13 months and more	,56012	,27821	,270	-,1788	1,2991
13 months and more         5-8 months         -83239"         2,4492         0.05         -1,4291         -1,189           5-8 months         -50010         27821         2.70         -1,2901         1.788           5-8 months         0.9074         1,5458         1.000         -3.135         5.076           14 months         3.0964         2.0667         4.48         -1.735         9.186           5-8 months         0.07040         1.5548         1.000         -3.355         8.008           5-8 months         0.07040         1.5548         1.000         -3.456         8.008           5-8 months         -12 months         -3.6964         2.0667         4.48         -9.186         1.733           9-12 months         5-8 months         -2.7260         2.3276         1.000         -3.808         1.2325           13 months and more         .64638         2.8920         .656         -3.038         1.2325         .0008         .3456           13 months and more         .63764"         .23480         .044         .4132         .0008         .3457           14 months         .012 months         .5800th         .25938         1.0000         .3817         .4198 <td< td=""><td></td><td></td><td></td><td>1-4 months</td><td>-,81069*</td><td>,22221</td><td>,002</td><td>-1,4009</td><td>-,2205</td></td<>				1-4 months	-,81069*	,22221	,002	-1,4009	-,2205
9-12 months         -56012         27821         270         -1.2991         1.788           5-8 months         .09704         .15438         1.000         -3.153         .576           14 months         .912 months         .39964         .20667         .448         .1793         .9186           13 months and more         .30704         .15438         1.000         .576         .3135           5-8 months         .212 months         .22400         .22376         1.000         .3656         .3088           9-12 months         .23004         .20667         .448         .9180         .1739         .3756         .3356           9-12 months         .27260         .23276         1.000         .8088         .3356           13 months and more         .548 months         .23209         .022         .14476         .2205           13 months and more         .548 months         .23809         .024         .14472         .2068           9-12 months         .44638         .28920         .656         .13300         .44752         .3380           14 months         .07826         .15671         1.000         .44432         .25966         .25977         1.000         .4148         .3280<			13 months and more	5-8 months	-,83239*	,24492	,005	-1,4829	-,1819
5-8 months				9-12 months	-,56012	,27821	,270	-1,2991	,1788
1-4 months         3-912 months         30964         20067         4.48         -1,793         9186           1-4 months         -09704         1.548         1,000         -5076         313           5-8 months         9-12 months         2705         1.4476         313           1-4 months         -09704         1.5488         1,000         -5076         313           9-12 months         1-4 months         -70808*         25460         0.024         -0608         1,413           9-12 months         5-8 months         -71608*         23276         1.000         -8008         3456           1-4 months         -72608*         23299         0.02         -1,4132         -0.008           1-4 months         -83402*         2309         0.02         -1,4132         -0.008           1-4 months         -912 months         .74698         2.2820         6.56         -1,223         3038           1-4 months         -912 months         .6876*         .15671         1.000         -4188         3380           1-4 months         -912 months and more         .57938         .25817         1.000         -4188         .3380           1-4 months         -912 months         .588 mo				5-8 months	,09704	,15458	1,000	-,3135	,5076
Selectness         9-12 months         9-200         2029         0.02         2205         1,41/07           Selectness         6-8 months         9-12 months         27200         23276         1,000         -3456         8908           Selectness         9-12 months         27200         23276         1,000         -3456         8908           Selectness         1-4 months         -36964         20667         4,48         -9186         1,733           Selectness         5-8 months         -36964         20667         1,400         -9186         1,232           1-4 months         -6008         34561         2009         0.02         -1,4132         -0008           1-4 months         -730878         25460         0.024         -1,4132         -0008           1-4 months         -07826         1,5671         1,000         -3485         -3038           1-4 months         -07826         1,5671         1,000         -41453         3800           5-8 months         9,12 months         0,0066         2,5371         1,000         -41493         3380           5-8 months         -9,12 months         -07668         2,25311         1,860         -1,222         1,24494			1-4 months	9-12 months	,36964	,20667	,448	-,1793	,9186
Selectness         Bonferroni         1-4 months 13 months and more 1-4 months 9-12 months         -07704 72060         1.5438         1.000         -5456 .0008         1.1132           Selectness         Bonferroni         1-4 months 9-12 months         -73698*         2.5460         0.024         .0008         1.1132           9-12 months         5.8 months         -27750         2.3276         1.000         -8456         .2008           13 months and more         .684002*         .23099         0.02         -1.4476         -2.055           13 months and more         .746488         .28920         .656         -1.2325         .3038           9-12 months         .746488         .28920         .056         -1.2325         .3038           9-12 months         .746488         .28920         .056         .12325         .3038           14 months         .07826         .15671         1.000         .2713         .8417           14 months         .28928         .26406         .23397         .1000         .44945         .3380           15 months and more         .58 months         .200966         .23597         1.000         .8337         .1398           16 months and more         .58 months         .59076 <t< td=""><td></td><td></td><td></td><td>13 months and more</td><td>,83402*</td><td>,23099</td><td>,002</td><td>,2205</td><td>1,4476</td></t<>				13 months and more	,83402*	,23099	,002	,2205	1,4476
Selectness         Bonferroni         9-12 months         27260         23276         1.000         -3456         9088           Selectness         Bonferroni         14 months         -36964         20667         448         -9186         1793           9-12 months         5-8 months         -27260         23376         1.000         -8908         3456           13 months and more         7.5087*         22500         .002         -1.4476         -2205           13 months and more         5-8 months         -7.73698*         22500         .002         -1.4476         -2205           5-8 months         -7.73698*         22500         .002         -1.4476         -2205           5-8 months         -9.12 months        73688*         .2590         .002         -1.4476         -2205           5-8 months         9.12 months         2.6522         .20531         1.000         .3380         .4945           14 months         -0.07826         .15671         1.000         .4148         .3380           14 months         -0.07826         .15671         1.000         .8417         .2113           9.12 months and more         .53800th         .23822         .20953         1.000         .8				1-4 months	-,09704	,15458	1,000	-,5076	,3135
Selectness         Bonferroni         13 months and more 14 months         73698 <sup>4</sup> 22600         0.024         0.008         1.1122           9-12 months         5.8 months         -27260         23276         1.000         -8908         3.2525           13 months and more         .46438         .2809         0.02         .1.4476        2205           13 months and more         .5.8 months         .73698 <sup>8</sup> .25400         0.24         .1.4132         .0008           9-12 months         .73698 <sup>8</sup> .25400         0.24         .1.4132         .0008           9-12 months         .73698 <sup>8</sup> .25400         0.24         .1.4132         .0008           9-12 months         .73798 <sup>8</sup> .25401         1.000         .2713         .8417           14 months         .912 months         .28522         .20953         1.000         .4198         .3330           5-8 months         .912 months         .28522         .20953         1.000         .4945         .3380           14 months         .20066         .2397         1.000         .4817         .2713           14 months         .20262         .20953         1.00         .8417         .2713           <			5-8 months	9-12 months	,27260	,23276	1,000	-,3456	,8908
Selectness         Bonterron         14 months         -36964         2067         148         -9186         1773           9-12 months         5-8 months         -37760         023776         1.000         -8080         3456           13 months and more         14 months         -84402*         22099         0.02         -14,4152         -0.008           14 months         -912 months         -73698*         22860         0.024         -1,4152         -0.008           9-12 months         -73698*         22802         .656         -1,232         .3038           9-12 months         -73698*         23507         1.000         -2,113         .8417           14 months         -912 months         28522         .20953         1.000         -4,494         .3380           13 months and more         .57878         .25811         1.000         -4,415         .3380           9-12 months         .912 months         -26966         .23597         1.000         -8317         .2713           9-12 months         .58 months         -20696         .23597         1.000         -8337         .2713           9-12 months         .58 months         .63764*         .23418         0.41         .1256		<b>.</b>		13 months and more	,73698*	,25460	,024	,0608	1,4132
9-12 months         5-8 months         -27260         23276         10.000         -,8908         ,3456           13 months and more         64438         28920         6.65         -,3038         1,225           13 months and more         5-8 months         -,73698*         23090         0.02         -1,4132         -,0608           9-12 months         -,94438         28920         0.65         -,12325         -,0308           9-12 months         -,94438         28920         0.00         -,213         ,4417           13 months and more         6,3764*         23418         0.041         -,3380         ,4945           14 months         -07826         215671         1.000         -,4198         ,8337           5-8 months         9-12 months         20696         23597         1.000         -,4198         ,8337           14 months         -,2822         20533         1.000         -,8417         2713           9-12 months         13 months and more         ,23542         29320         1.000         -,8437         ,2149           14 months         -,63764*         23418         0.41         -,1256         -,1312         ,4263           13 months and more         5-8 month	Selectness	Bonterroni		1-4 months	-,36964	,20667	,448	-,9186	,1793
13 months and more         144 months         -3634         28209         6.56        3038         1.2225           13 months and more         5-8 months        73698*         2.25460         .024         -1,4132         .40608           9-12 months        746438         .28920         .656         -1,2325         .3038           9-12 months        767867         .15671         1.000        3380         .4945           5-8 months         .912 months         .28522         .20533         1.000        2137         .8417           13 months and more         .65764         .23418         .014         .01556         .12396           14 months         .07826         .15671         1.000        4348         .3380           5-8 months         .912 months         .07826         .15671         1.000        4348         .2449           14 months         .07826         .2517         1.000        4317         .2149           14 months         .28522         .20531         1.000        4317         .2149           13 months and more         .55338         .25811         .186         .12429         .12426           14 months         .55977         .1000 </td <td></td> <td></td> <td>9-12 months</td> <td>5-8 months</td> <td>-,27260</td> <td>,23276</td> <td>1,000</td> <td>-,8908</td> <td>,3456</td>			9-12 months	5-8 months	-,27260	,23276	1,000	-,8908	,3456
I months and more         5.8 months         -73698         22090         0.02         -1,4476         -2005           1 months and more         5.8 months         -73698         2.8920         .656         -1,232         .3038           1 - 4 months         0.912 months         .48618         .28920         .656         .7313         .8417           1 - 4 months         9-12 months         .28522         .2933         1.000        4380         .8417           1 - 4 months         9-12 months         .28522         .29331         1.000         .4498         .8337           1 - 4 months         9-12 months         .20696         .23597         1.000         .4498         .8337           1 - 4 months        28522         .29331         1.866         .1269         .0156           9 -12 months        58 months         .20696         .23597         1.000         .8417         .2713           9 -12 months        58 months         .20596         .23597         1.000         .4263         1.1312           1 - 4 months         .63764*         .24811         .186         .12469         .0156           1 - 3 months and more         .54704*         .22449         .22469         .0156 <td></td> <td></td> <td></td> <td>13 months and more</td> <td>,46438</td> <td>,28920</td> <td>.656</td> <td>-,3038</td> <td>1,2325</td>				13 months and more	,46438	,28920	.656	-,3038	1,2325
13 months and more         5-8 months 9-12 months         -736938 -736938         23400 28200         6.56 6.56         -1,2325         3038           5-8 months         0.7826         .15671         1.000         -,3380         ,4945           1-4 months         9.12 months         .28522         .29318         1.000         -,2713         .8417           13 months and more         .63764*         .29531         1.000         -,4945         .3380           5-8 months         .007826         .15571         1.000         -,4945         .3380           5-8 months         .007826         .25571         1.000         -,4945         .3380           9-12 months and more         .59838         .25811         .186        1262         .12449           9-12 months         .58 months         -,20696         .23597         1.000         .4337         .4198           14 months         .63764*         .23418         .041         .12596         .0156         .11312           14 months         .63764*         .23418         .186         .12494         .2223           .14 months         .63156         .11441         .1000         .33542         .2233           .14 months         .63166				1-4 months	-,83402*	,23099	,002	-1,4476	-,2205
			13 months and more	5-8 months	-,73698*	,25460	,024	-1,4132	-,0608
5-8 months         0.7826         .15671         1000         -,3380         .4945           1-4 months         9-12 months         .28522         .20933         1,000         -,2713         .8417           13 months and more         .63764*         .23541         .0014         .0156         1.2396           5-8 months         9-12 months         .007826         .15671         1.000         -,4945         .3380           5-8 months         9-12 months         .20696         .23597         1.000         -,4945         .3380           9-12 months         5-8 months        20696         .23597         1.000         -,4149         .1262         1.2449           9-12 months         5-8 months        20696         .23597         1.000         -,32337         .11312           9-12 months         5-8 months        55938         .25811         .186         -1.2449         .1226           14 months        53764*         .0345         .15296         .1000        3584         .2223         .1000         .4263         .11312         .4263           5-8 months         9-12 months        03156         .11441         .1000         .2223         .3844           5-8 months				9-12 months	46438	.28920	.656	-1.2325	.3038
1-4 months         9-12 months and more         6.3522         2.0953         1,000        2713         8,417           1-4 months         .07826         .15671         1,000        4945         .3380           5-8 months         9-12 months         .00826         .25811         1,866        1262         1.2449           Toughness         Bonferroni         13 months and more         .55938         .20953         1,000        4198         .8337           9-12 months        20096         .235971         1,000        4263         1,1312           9-12 months        88 months        20396         .23597         1,000        4263         1,1312           9-12 months        63764*         .2418         .041        12249         .1262           13 months and more         .53242         .29320         1,000        4263         1,1312           14 months        912 months        35424         .29320         1,000         .5367         .2758           14 months         .912 months         .5907*         .17066         .007         .10131         .10131           14 months         .0912         .138045         .15296         1,000         .2223				5-8 months	.07826	.15671	1.000	3380	.4945
Toughness         Bonferroni         13 months and more 14 months         6.57(4*) -0.7826         1.24100         0.156         1.2596           Toughness         Bonferroni         13 months and more 14 months         5.9838         .25171         1.000         -,4198         .3380           9-12 months         14 months        28522         .20931         1.000         -,4198         .3380           9-12 months         14 months        28522         .20930         1.0000         -,8417         .2713           9-12 months         14 months        20596         .23577         1.000         -,8337         .4198           13 months and more         .55938         .22811         .186         -1.2596         .0156           13 months and more         .55938         .22811         .186        24263         .1.1312           14 months        63764*         .22418         .041        12596         .0156           14 months        63764*         .22411         .000         .5367         .2758           13 months and more         .5907*         .11400         .1412         .4263           14 months         .01856         .11441         .1000         .5364         .2758 <tr< td=""><td></td><td></td><td>1-4 months</td><td>9-12 months</td><td>.28522</td><td>.20953</td><td>1.000</td><td>2713</td><td>.8417</td></tr<>			1-4 months	9-12 months	.28522	.20953	1.000	2713	.8417
Toughness         Bonferroni $-4$ months -14 months and more -14 months $-07826-07826$ $-1577-1577$ $1000$ $-4945-4948$ $-3330-4198           Toughness         Bonferroni         -14 months         -20696 23577 1.000 -4498 8337 9-12 months         -28522 20933 1.000 -8417 2713 9-12 months         5-8 months         -28522 20937 1.000 -4263 1.1312 13 months and more         558 months         -63764^* 23418 041 -12596 -0156 14 months         -63764^* 23418 041 -12499 1262 14 months         -63764^* 2321 1000 -4263 1312 14 months         -33542 29320 1000 -3584 2223 14 months         -30845 15296 1000 -3584 2223 5-8 months         9-12 months         -04489 17227 1000 -3084 5-8 months$				13 months and more	.63764*	.23418	.041	.0156	1.2596
5-8 months         9-12 months 3 months and more         20696 55938         23597         1,000         -,4198         8,837           Toughness         Bonferroni         14 months         -,28522         20933         1,000         -,8417         2713           9-12 months         5-8 months         -,20696         ,23597         1,000         -,8417         2713           9-12 months         5-8 months         -,20696         ,23597         1,000         -,8337         ,4198           13 months and more         ,55046         ,29320         1,000         -,8437         ,2169           13 months and more         ,55034         ,23418         ,041         -,12549         ,1262           9-12 months         -,55342         ,29320         1,000         -,1312         ,4263           14 months         -912 months         -,13045         ,11441         1,000         -,3854         ,2223           5-8 months         9-12 months         -,13045         ,11441         1,000         -,3854         ,2223           5-8 months         9-12 months         -,13045         ,11441         1,000         -,2758         ,3567           5-8 months         9-12 months         ,130615         ,11441         <				1-4 months	07826	15671	1.000	- 4945	3380
Toughness         Bonferroni         13 months and more 14 months         55938 -28522         29811         1.86         -,1262         1,2449           9-12 months         5-8 months         -,20696         2,25377         1,000         -,8417         2713           9-12 months         5-8 months         -,20696         2,25377         1,000         -,4263         1,1312           1-4 months         -,63764*         2,2318         ,041         -1,2596         -,0156           13 months and more         5-8 months         -,55938         2,5811         1,86         -1,2449         1,262           1-4 months         -,58738         2,5811         1,86         -1,2449         1,262         -1,263           1-4 months         -,55938         2,5811         1,86         -1,2449         1,262           1-4 months         -,35242         ,29320         1,000         -,3584         2,223           13 months and more         ,5807*         1,7006         ,007         1,050         1,0131           14 months         -10805         ,11441         1,000         -2223         3,854           5-8 months         1,0405         ,15296         1,000         -2,758         5,367			5-8 months	9-12 months	20696	23597	1.000	4198	8337
Toughness         Bonferroni         14 months         -28522         20953         1,000         -,8417         2,713           9-12 months         5.8 months         -20096         23577         1,000         -,8337         4198           13 months and more         35242         29320         1,000         -,8263         -,0156           13 months and more         5.8 months         -,63764*         25811         1,86         -1,2499         1,262           9-12 months         -,55938         -,08156         .1141         1,000         -,3854         .2223           9-12 months         -,35242         29320         1,000         -,1312         .4263           14 months         9-12 months         -,35342         .29320         1,000         -,3567         .2758           5.8 months         9-12 months         -,13045         .14400         .000         -,3567         .2758           5.8 months         9-12 months         .00489         .17227         1,000         -,2758         .5367           5.8 months         .04899         .17227         1,000         -,2758         .5367           9-12 months         .58 months         .04899         .17227         1,000         .4087 </td <td></td> <td></td> <td></td> <td>13 months and more</td> <td>55938</td> <td>.25811</td> <td>.186</td> <td>- 1262</td> <td>1.2449</td>				13 months and more	55938	.25811	.186	- 1262	1.2449
9-12 months         5-8 months is months and more         -20696 -35242         -23597         1,000         -,8337         4,198           1-4 months 13 months and more         -563764         -23597         1,000         -,4263         1,1312           1-4 months 13 months and more         -587 months         -55938         -23118         1,000         -,4263         1,1312           1-4 months         -55938         -2811         1,86         -1,2449         1,262           9-12 months         -55938         -2811         1,86         -1,2449         1,262           9-12 months         -59342         -9320         1,000         -,3854         ,2223           5-8 months         -0.08156         .11441         1,000         -,3854         ,2223           1-4 months         13 months and more         .64063*         .18433         ,005         .1401         1,1411           1-4 months         .13 months and more         .64063*         .18433         ,005         .1401         1,1411           9-12 months         .58 months         .13045         .15266         1,000         -,2758         .5367           9-12 months         .58 months         .13045         .15206         1,000         .14011	Toughness	Bonferroni		1-4 months	- 28522	20953	1.000	8417	.2713
13 months and more         .5242         .29320         1,000         -,4263         1,1312           14 months         -,63764*         .23418         ,041         -1,2596         -,0156           13 months and more         .58 months         -,65764*         .23418         ,041         -1,2596         -,0156           13 months and more         .58 months         -,55938         .23811         ,186         -1,2449         ,2623           9-12 months         -,35242         .29320         1,000         -,3584         .2233           14 months         9-12 months         -,08156         .11441         1,000         -,2233         .3884           1-4 months         9-12 months         -,04889         .17227         1,000         -,2223         .3884           5-8 months         9-12 months         .04889         .17227         1,000         -,223         .3854           5-8 months         .14 months         .13045         .15296         1,000         -,2758         .5367           9-12 months         .14 months         .13045         .15296         1,000         .2758         .5367           9-12 months         .13 months and more         .64063*         .12100         .26064         .10			9-12 months	5-8 months	- 20696	23597	1.000	8337	4198
14 months         1-4 months         -63764*         23418         .041         -1.2596        0156           13 months and more         5-8 months        55938         .28811         .186         -1.2596         .0156           9-12 months        55938         .28811         .186         -1.2449         .1262           9-12 months        595938         .28811         .186         -1.2449         .1262           9-12 months        08156         .11441         1.000        3854         .2223           14 months         9-12 months        08156         .11441         1.000        5867         .2758           13 months and more         .5907*         .17096         .007         .1031         .147011           14 months         .912 months         .08156         .11441         .1000        5367         .2758           5-8 months         .912 months         .04889         .17227         .1000         .5064         .4087           9-12 months         .5 8 months         .04889         .17227         .1000         .2758         .5367           9-12 months         .5 8 months         .04889         .17227         .1000         .4087         .1050 <t< td=""><td></td><td></td><td>13 months and more</td><td>35242</td><td>29320</td><td>1,000</td><td>- 4263</td><td>1 1312</td></t<>				13 months and more	35242	29320	1,000	- 4263	1 1312
13 months and more         5.8 months 9.12 months        55938 55938         2.5811         1.86         1.2449         1.262           9.12 months        5242         2930         1.000        1249         1.262           9.12 months        68156         1.1441         1.000        13854         2223           1.4 months         9.12 months        10456         1.1244         1.000        5387         2.758           1.4 months         9.12 months        004156         1.1441         1.000        5233         2.758           5.8 months         9.12 months        004889         1.7227         1.000        5064         40087           5.8 months         9.12 months        04889         1.7227         1.000        2683         5.567           9.12 months         13 months and more         .64063*         1.8843         .005         1.1401         1.1411         1.1410         1.14101         1.14101         1.1240         .25807           9.12 months         .13 months and more         .64063*         1.2404         .009         .1210         1.2580           13 months and more         .5807*         .17064         .007         .1.1411         .14010         .1220<				1-4 months	- 63764*	23418	041	-1 2596	- 0156
Satisfaction Bonferroni         9-12 months         -,35242         ,20320         1.000         -,11312         ,4263           5-8 months         -,013045         -,35242         ,20320         1.000         -,11312         ,4263           1-4 months         9-12 months         -,13045         ,11441         1,000         -,3854         ,2223           1-4 months         9-12 months         -,013045         ,11441         1,000         -,3854         ,2223           5-8 months         9-12 months         -,013045         ,11441         1,000         -,2233         ,3854           5-8 months         9-12 months         -,04889         ,17227         1,000         -,5064         ,4087           9-12 months         -,13045         ,18433         ,005         ,1401         ,14111           1-4 months         ,04889         ,17227         1,000         -,2758         ,5367           9-12 months         5-8 months         ,04889         ,17227         1,000         -,2087         ,5064           13 months and more         ,58957*         ,17066         ,007         -,10131         -,1600           14 months         -,50957*         ,17064         ,009         -,1210         ,12580				5-8 months	- 55938	25811	186	-1 2449	1262
5-8			15 months and more	9-12 months	- 35242	29320	1 000	-1.1312	4263
1-4 months         9-12 months         -,13043         1,1293         1,1000         -,2367         2,2758           1-4 months         1-3 months and more         55907*         1,7066         ,007         1,050         1,0131           1-4 months         1-4 months         -0,0489         1,7227         1,000         -,5367         2,758           5-8 months         9-12 months         -,04489         1,7227         1,000         -,5064         4,087           5-8 months         13 months and more         ,64063*         1,8243         ,005         1,4101         1,1411           9-12 months         5-8 months         ,04489         1,7227         1,000         -,2758         5367           9-12 months         5-8 months and more         ,64063*         ,12941         ,009         ,1210         1,2580           9-12 months         5-8 months         ,64063*         ,21404         ,009         -,1210         1,4500           13 months and more         5-5907*         ,17086         ,007         -,11411         -,1401           9-12 months         -,64063*         ,21404         ,009         -,1220         ,1210           14 months         -,6952*         ,21404         ,009         -,1				5-8 months	- 08156	11441	1,000	- 3854	2223
Satisfaction         Bondmiss         9-12 months 13 months and more 14 months         12007 (85907*)         12006 (1207)         10007 (1000         1.0131 (1000)           Satisfaction         Bonferroni         13 months and more 13 months and more (44003*)         0.9128 (13004*)         117096         0.007         1.050         1.0131           Satisfaction         Bonferroni         13 months and more (44003*)         0.04889         1.1227         1.000         -5.0644         4.087           9-12 months         5-8 months         .13045         .15296         1.000        2758         5.367           9-12 months         5-8 months         .13045         .1227         1.000        2087         5.064           14 months         .58007*         .17096         .007         .10131         .1050           13 months and more         .68952*         .21044         .009         .1210         1.2580           14 months        65907*         .1204         .009         .12111         .14101           9-12 months         .68037         .12041         .099         .2907         .3986           14 months         .05397         .12941         .999         .3986         .2007           14 months         .05397			1-4 months	9-12 months	- 13045	15296	1,000	-,5367	2758
1-4 months         1-4 months         -0.4889         .11441         1.000        2223         .3854           5-8 months         9-12 months        04889         .17227         1.000        2223         .3854           Satisfaction         Bonferroni         13 months and more         .64063*         .11441         1.000        2223         .3854           Satisfaction         Bonferroni         13 months and more         .64063*         .12843         .005         .1401         .11411           1-4 months         .13045         .15296         1.000        2758         .5367           9-12 months         5-8 months         .04889         .17227         1.000        4087         .5064           13 months and more         .68952*         .21404         .009         .1210         .12580           13 months and more         .64063*         .18843         .005         .1,1411         .14010           13 months and more         .68952*         .21404         .009         .12580         .1210           14 months         .64063*         .18433         .005         .1,1411         .14111         .14111         .14111         .14111         .14111         .14111         .14111			1-4 monuis	13 months and more	55907*	17096	007	1050	1.0131
5-8 months         9-12 months         -04880         1.7227         1.000         -5064         4087           Satisfaction Bonferroni         13 months and more         .604803         .18843         .005         .1401         .14111           9-12 months         13 months and more         .60463*         .18843         .005         .1401         .14111           9-12 months         5-8 months         .044889         .17227         1.000         -,2758         .5367           9-12 months         5-8 months         .044889         .17227         1.000         -,4087         .5064           9-12 months         13 months and more         .66952*         .21404         .009         .1210         1.2580           14 months        6952*         .21404         .009         .1210         .1250         .1210           9-12 months        68952*         .21404         .009         .1210         .1210         .1210           9-12 months        68952*         .21404         .009         .1280         .1210         .1210           14 months         9-12 months         .05397         .12941         .999         .2907         .3986         .2907           Loyalty         Dunnett T3				1-4 months	08156	11441	1,000	- 2223	3854
Satisfaction         Bornferroni         13 months and more 14 months         64003* ,1401         1,1411           Satisfaction         Bonferroni         13 months and more 14 months         ,13045         ,15206         1,000         -,2758         ,5367           9-12 months         9-12 months         ,13045         ,15227         1,000         -,2758         ,5367           9-12 months         5-8 months         ,04889         ,21404         ,009         ,1210         1,2580           13 months and more         ,68952*         ,21404         ,009         ,1210         1,2580           13 months and more         ,58007*         ,1096         ,007         -1,0131         ,1050           13 months and more         ,5807*         ,21404         ,009         -,1210         ,2580           14 months         ,6403*         ,18843         ,005         ,1411         ,1411           ,141         ,1411         ,14101         ,14101         ,14101         ,14101           ,121 months         ,66952*         ,21404         ,009         ,2280         ,1210           ,14 months         ,05397         ,12941         ,999         ,3986         ,2007         ,3986         ,2007           ,1			5-8 months	9-12 months	- 0/889	17227	1,000	- 5064	4087
Satisfaction         Bondma and mode         1.0000         1.0000         1.0000        2758         5.367           9-12 months         5.8 months         .04889         .17227         1.0000        2758         5.367           9-12 months         5.8 months         .04889         .17227         1.000        4087         5.064           13 months and more         .68952*         .21404         .0009         .1210         1.2580           13 months and more         .58907*         .17066         .007         -1.0131        1600           9.12 months         .64063*         .21404         .009         .1210         1.2580        1210           9.12 months         .64063*         .21404         .009         .1210         .1280         .7809           14 months         .912 months         .68952*         .21404         .009         .1221         .1618           14 months         .912 months         .05397         .12941         .999         .3986         .2907           5-8 months         .912 months         .24502         .18419         .704         .2567         .7467           Loyalty         Dunnett T3         .14 months         .24502         .18419         .7			5-6 montais	13 months and more	64063*	188/13	005	1401	1 1/11
9-12 months         1.1007         1.1227         1.000        4120         5.064           9-12 months         5.8         0.4889         1.2727         1.000        4087         5.564           13 months and more         .68952*         .21404         .009         .1210         1.2580           13 months and more         .58007*         .17096         .007         -1.0131        1050           13 months and more         .58007*         .21404         .009         -1.2580        10131        1050           14 months        55907*         .21404         .009         -1.2580        1210        1210           14 months        56907*        18343         .005        1,1411        1410           9-12 months        69052*        21404         .009        12580        1210           14 months        05397        12941        999        3966        2017           14 months        20574        1016        1221        16189        2121           13 months and more        20599        1715        43        7809        1829           9-12 months        24502        1819	Satisfaction	Bonferroni		1-4 months	13045	15296	1,000	- 2758	5367
Logar         13 months and more         1.05032*         2.14041         (0009         1.210         1.2580           13 months and more         5.58 months        64063*         .119843         (009         1.210         1.2580           13 months and more         5.8 months        64063*         .21404         (009         .1210         1.2580           13 months and more         5.8 months        64063*         .21404         (009         .1211         .1411           14 months        68052*         .21404         (009         .12380         .1210           5.8 months         .05397         .12941         .999         .2907         .3986           14 months         .912 months         .05397         .12941         .999         .3986         .2907           5.8 months         .912 months         .2052*         .20574         .016         .1221         .16189           14 months         .05397         .12941         .999         .3986         .2907         .3986           14 months         .24502         .18419         .704         .2567         .7467           13 months and more         .57154         .29631         .305         .2459         .13900         .1829			9-12 months	5-8 months	0/889	17227	1,000	- 4087	5064
Logarity         Duments        55907*         .17066         .007         -1.0131        1050           13 months and more         5-8 months        64063*         .18843         .005         -1.10131        1050           9-12 months        64063*         .18843         .005         -1.1411        1050           9-12 months        64063*         .18843         .005         -1.2131        1050           5-8 months         .05397         .12441         .999        2280        1210           14 months         9-12 months         .2899         .17615         .443        1829         .7809           13 months and more         .87052*         .26574         .016         .1221         .16189           14 months         .05397         .12941         .999        3986         .2907           5-8 months         .9-12 months         .24502         .18419         .704        2267         .7467           14 months        29899         .17615         .443        7809         .1829        2567           9-12 months        24502         .18419         .704        7467        2567           13 months and more        24502			<i>y</i> 12 monus	13 months and more	68952*	21404	009	1210	1 2580
13 months and more         5-8 months 5-8 months         -64063* -64063*         .18843         .005         -1.1411        1401           9-12 months         -68052*         .21404         .009         -1.2280        1210           5-8 months         -6852*         .11941         .999        2907         .3986           1-4 months         9-12 months         .28899         .17615         .443        1829         .7809           1-4 months         9-12 months         .05397         .12941         .999        3986         .2907         .3986           1-4 months        05397         .12941         .999        3986         .2007         .1410         .14111         .14111				1-4 months	- 55907*	17096	,007	-1.0131	- 1050
-68952*         .21404         .009         -1.2580        1210           5-8 months         .05397         .12941         .999        2907         .3986           1-4 months         .912 months         .02899         .1615         .443         .1829         .7809           1-4 months         .912 months         .20892         .2674         .016         .1210         .16189           1-4 months         .912 months         .20892         .2674         .016         .1221         .16189           1-4 months         .912 months         .20537         .12941         .999        3986         .2007           5-8 months         .912 months         .24502         .18419         .704         .2567         .7467           Loyalty         Dunnett T3         .13 months and more         .81655*         .27114         .030         .0566         .15765           1-4 months        24902         .18419         .704         .7467         .2567           13 months and more         .57154         .29631         .305         .2469         .1290           13 months and more         .81655*         .25714         .016         .1.6189         .1.221           13 months and more			13 months and more	5-8 months	- 64063*	18843	005	-1.1411	- 1401
Loyalty         Dunnett T3         14 months         0.5397         1.2941         999        2907         .3986           Loyalty         14 months         9-12 months         2.2899         ,17615         .443         -,1829         .7809           14 months         9-12 months         2.2899         ,17615         .443         -,1829         .7809           13 months and more         .87052*         .26574         .016         .1221         .16189           5-8 months         9-12 months         .24502         .18419         .704         .2567         .7467           13 months and more         .24502         .18419         .704         .2567         .7467           13 months and more         .24502         .18419         .704         .7269         .1829           9-12 months         .24502         .18419         .704         .7467         .2567           14 months         .24502         .18419         .704         .7467         .2567           9-12 months         .5-8 months         .24502         .18419         .704         .7467         .2567           13 months and more         .57154         .29631         .305         .2469         .13900           1			15 months and more	9-12 months	- 68952*	21404	,009	-1 2580	- 1210
1-4 months         9-12 months         2,2899         ,17615         4,43         -,1829         7,7809           1-4 months         9-12 months         2,0509         ,17615         4,43         -,1829         7,7809           1-4 months         1-4 months         -,05397         ,12941         ,999         -,3986         2,907           5-8 months         9-12 months         2,4502         ,18419         ,704         -,2567         ,7467           Loyalty         Dunnett T3         13 months and more         ,81655*         ,22114         ,030         ,0566         1,5765           9-12 months         -29899         ,17615         ,443         -,7809         ,1829           9-12 months         5-8 months         -,22899         ,17615         ,443         -,7809         ,1829           9-12 months         5-8 months         -,229899         ,17615         ,443         -,7809         ,1829           9-12 months         5-8 months         -,24502         ,18419         ,704         -,2467         ,2567           13 months and more         5-7154         ,29631         ,305         -,2469         1,3900         -,1221           13 months and more         5-81655*         ,27114				5-8 months	05397	12941	,009	- 2907	3086
Loyalty         Dunnett T3         13 months and more         87052*         26574         0.16         1221         1.6189           5-8 months         9-12 months         -05397         .12841         .999         -,3986         .2907           Loyalty         Dunnett T3         13 months and more         .81655*         .27114         .030         .0566         1.5765           Loyalty         Dunnett T3         13 months and more         .81655*         .27114         .030         .0566         1.5765           9-12 months         -24502         .17615         .443         -,7809         .1829           9-12 months         -5.8 months        24502         .17615         .443         .7809         .1829           9-12 months         5.4 months        24502         .18419         .704         .7467         .2567           13 months and more         .57154         .29631         .305         .2469         .13300           13 months and more         .581655*         .27114         .030         .15765         .0566           9-12 months        81655*         .27114         .303         .1.5765         .0566           9-12 months        57154         .290631         .305			1-4 months	9-12 months	20800	17615	443	- 1829	7800
Logalty         Dunnet and more			1-4 monuis	13 months and more	87052*	26574	,115	1221	1 6189
1-4 Holmus         -7,0597         1,2597         7,3960         2,2507           5-8 months         9-12 months         24502         1,8419         7,044         -2,567         7,467           Loyalty         Dunnett T3         13 months and more         81655*         2,7114         0,300         0,556         1,5765           9-12 months         1-4 months         -,24502         1,8419         7,704         -,2567         7,467           9-12 months         5-8 months         -,29899         1,7615         443         -,7809         1,829           9-12 months         5-8 months         -,24502         1,8419         7,04         -,2457         2,567           13 months and more         -,57154         -,20631         3,05         -,2469         1,3900           14 months         -,87052*         -,26574         ,016         -1,6189         -,1221           13 months and more         5-8 months         -,57154         ,20631         ,305         -1,3900         ,2469           9-12 months         -,57154         ,2061         ,305         -1,3900         ,2469				1.4 months	05307	12041	,010	2086	2007
Logalty         Dunnett T3         2+12 months         2+2422         1,0+13         7,0+3         -2,2507         7,407           Loyalty         Dunnett T3         13 months and more         8,1655         2,27114         ,030         ,0566         1,5765           9-12 months         -2,9899         ,17615         ,443         -,7809         ,1829           9-12 months         5-8 months         -,24502         ,19419         ,704         -,7467         ,2567           13 months and more         ,57154         ,29631         ,305         -,2469         1,3900           14 months         -,87052*         ,26574         ,016         -1,6189         -,1221           13 months and more         5-8 months         -,57154         ,29631         ,305         -,13900         ,2469           9-12 months         -,57154         ,29631         ,305         -1,3900         ,2469	I		5-8 months	9-12 months	24502	18/10	704	- 2567	7467
Loyalty         Dunnett T3         1-4 months         -29899         -17615         -443         -7809         1829           9-12 months         5-8 months         -224502         ,18419         704         -7467         ,2567           13 months and more         ,57154         ,29631         ,305         -2469         1,3900           14 months         -,87052*         ,18419         ,704         -,7467         ,2567           13 months and more         ,57154         ,29631         ,305         -,2469         1,3900           14 months         -,87052*         ,26574         ,016         -1,6189         -,1221           13 months and more         5-8 months         -,81655*         ,27114         ,030         -1,5765         -,0566           -9.12 months         -,57154         ,29631         ,305         -1,3900         ,2469	1		5-6 monuis	13 months and more	,24502 81655*	27114	,704	-,2.507	1 5765
9-12 months 5-8 months - 24502 , 17013 , 44-3 - 7.809 , 17629 9-12 months 5-8 months - 24502 , 18419 , 704 - 7.467 , 2567 13 months and more 57154 , 29631 , 305 - 2469 , 1,3900 14 months - 8.7052* , 26574 , 0.16 - 1.61891221 13 months and more 5-8 months81655* , 27114 , 0.30 - 1.57650566 9-12 months57154 , 29631 , 305 - 1.3900 , 2469	Loyalty	Dunnett T3		1.5 months	20800	,2/114	,050	7800	1,3703
2*12 monus         3-50 monus         *,24302         ,10419         ,104         ,2469         ,13900           13 months and more         57154         ,29631         ,305         ,2469         ,13900           14 months         -,87052*         ,26574         ,016         -1,6189         -,1221           13 months and more         5-8 months         -,81655*         ,27114         ,030         -1,5765         -,0566           9-12 months         -,57154         ,29631         ,305         -,12900         ,2469	1		0.12 months	1→ months	-,29699	,17015	,445	-,7809	,1029
1-3         months and more         5/154         22051         5.00         -2,409         1,5000           1-4         months         -,87052*         ,26574         ,016         -1,6189         -,1221           13         months and more         5-8         -,81655*         ,27114         ,030         -1,5765         -,0566           9-12         months         -,57154         ,29631         ,305         -1,3900         ,2469	1		7=12 IIIOIIUIS	12 months and marr	-,24302	,10419	,704	-,/40/	,2307
13 months and more         5-8 months         -30/02/2         200/7         0.010         -1.0189         -1.221           13 months and more         5-8 months         -81655*         .27114         .030         -1.5765         -0.566           91.2 months         -57154         .29031         .305         -1.3900         .2469	1			1.5 months	,3/134 97052*	,29031	,505	-,2409	1,3900
9-12 months and more 3-6 months0.1033 , 2/114 , 0.301,5/030.500 9-12 months57154 , 29631 , 305 - 1,3900 , 2469			12	1→ months	-,07032	,20374	,010	-1,0109	-,1221
9+12 INDINIS -,5/154 ,27051 ,505 -1,5900 ,2409			1.5 monuns and more	0.12 months	-,01033	,2/114	,050	-1,3703	-,0500
	L			7=12 HIOHUIS	-,3/134	,29031	,505	-1,5900	,2409

### Table 13: Multiple comparisons



People who buy their favourite brand for 13 months and more associate the brand with Enthusiasm compared to 1-4 month and 5-8 month.

People who buy their favourite brand for 13 months and more significantly associate their favourite brands with Toughness compared to 1-4 months.

People who buy their favourite brand for 13 months and more are significantly Satisfied with the brand they buy compared to 1-4 months, 5-8 months, and 9-12 months.

People who buy their favourite brand for 13 months and more significantly feel Loyalty to the brand they buy compared to 1-4 months and 5-8 months.

10.12 *T* test results for sub-dimensions of brand personality, brand gender and the average distrubutions of brand loyalty according to the distribution of the most preferred brand

		Sum of	df	Mean	F	Sig.
		Squares		Square		~-8.
	Between Groups	,204	2	,102	,117	,890
Sincerity	Within Groups	260,755	298	,875		
	Total	260,959	300			
	Between Groups	,603	2	,302	,276	,759
Enthusiasm	Within Groups	325,891	298	1,094		
	Total	326,494	300			
	Between Groups	,741	2	,371	,355	,702
Mastership	Within Groups	311,564	298	1,046		
	Total	312,305	300			
	Between Groups	1,644	2	,822	,698	,499
Selectness	Within Groups	351,198	298	1,179		
	Total	352,842	300			
	Between Groups	8,115	2	4,058	3,484	,032
Toughness	Within Groups	347,102	298	1,165		
0	Total	355,218	300			
	Between Groups	3,916	2	1,958	1,024	,360
Feminine	Within Groups	569,838	298	1,912		
	Total	573,754	300			
	Between Groups	7,540	2	3,770	2,420	,091
Masculine	Within Groups	464,248	298	1,558		
	Total	471,787	300			
	Between Groups	,619	2	,309	,297	,743
Trust	Within Groups	310,317	298	1,041		
	Total	310,936	300			
	Between Groups	1,026	2	,513	,459	,632
Dependence	Within Groups	332,856	298	1,117		
•	Total	333,882	300			
	Between Groups	2,923	2	1,461	2,297	,102
Satisfaction	Within Groups	189,539	298	,636		
	Total	192,461	300	·		
	Between Groups	,055	2	,028	,024	,976
Loyalty	Within Groups	342,622	298	1,150		
	Total	342,677	300			

### Table 14: ANOVA



According to Anova results, Sincerity, Enthusiasm, Mastership, Selectness, Feminity, Masculinity, Trust, Dependance, Satisfaction and Loyalty Sig. > 0.05 95% there is not a significant statistical difference between people's time of shopping who buy their favourite brands.

According to Anova results, Hardness variable avarage is Sig. < 0.05 95% there is significant difference between the duration of shopping by people who shop from their most preffered brands.

	Levene Statistic	df1	df2	Sig.
Sincerity	1,458	2	298	,234
Enthusiasm	3,044	2	298	,049
Mastership	2,600	2	298	,076
Selectness	5,310	2	298	,005
Toughness	2,078	2	298	,127
Feminine	,166	2	298	,847
Masculine	9,986	2	298	,000
Trust	1,938	2	298	,146
Dependence	3,346	2	298	,037
Satisfaction	,415	2	298	,661
Loyalty	7,143	2	298	,001

Table 15: To	est of homoge	neity of	variances
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For the variances of homogeneous distributed variables, Bonferroni, for undistorted variables Dunnett T3 test results were taken into consideration.

### Table 16: Multiple comparisons

D	anandant Variabla		Mean	Std Error	Sig	95 Confid	ence Interval
D	ependent variable		Difference	Stu. Elloi	Sig.	Lower	Upper
			(I-J)			Bound	Bound
	Less than 1 year	For 1-3 years	-,20914	,28444	1,000	-,8940	,4757
Toughness Bonferroni		More than 3 years	-,50396	,27321	,198	-1,1617	,1538
	For 1-3 years	Less than 1 year	,20914	,28444	1,000	-,4757	,8940
		More than 3 years	-,29483	,13609	,093	-,6225	,0328
More than 3 years		Less than 1 year	,50396	,27321	,198	-,1538	1,1617
		For 1-3 years	,29483	,13609	,093	-,0328	,6225

Compared to people who do shopping from their most preferred brand 13 months and more, people who do shopping between 1-4 months associate their favourite brands with Toughness.



10.13 T test results for sub-dimensions of brand personality, brand gender and the averages of brand loyalty according to the distribution of the most preferred brand

The Most	F	Feminine		Masculine		
Preferred Brand	Mean	n	%	Mean	n	%
Zara	3,05	43	14,3	3,26	43	14,3
Adidas	3,05	20	6,6	3,35	20	6,6
LCW	2,58	72	23,9	2,79	72	23,9
Tommy	2,43	7	2,3	3,29	7	2,3
Mavi Jeans	3,72	36	12,0	3,58	36	12,0
Mango	3,76	17	5,6	3,12	17	5,6
Polo	2,83	6	2,0	4,00	6	2,0
Dockers	3,00	2	,7	3,00	2	,7
Bershka	4,25	4	1,3	3,25	4	1,3
Koton	2,77	48	15,9	2,77	48	15,9
Lacoste	2,70	10	3,3	3,50	10	3,33
Defacto	2,17	12	4,0	2,25	12	4,0
Beymen	1,67	3	1,0	3,67	3	1,0
Pull and Bear	3,71	7	2,3	2,57	7	2,3
Mudo	3,00	1	,3	3,00	1	,3
Nike	1,50	4	1,3	2,00	4	1,3
Benetton	2,00	1	,3	5,00	1	,3
Diesel	4,00	2	,7	4,00	2	,7
Stradivarius	1,33	6	2,0	1,17	6	2,0
Total	2,91	301	100,0	3,03	301	100,0

When the participants think the most preffered brand as a human being, the given personality traits' sub-dimensions distribution is as in the table. First brand to be associated with Feminity by its customers is Mavi Jeans. Also, Mavi Jeans is the most associated with Masculinity too. Brands like, Zara, Adidas, LCW,Koton which are mostly preferred by consumers have medium value about Masculinity and Femininity. This demonstrates that, participants not only classify the brands as Masculine and Feminine.

# 10.14 Linear regression analysis results for femininity and brand loyalty

### Table 17: Model summary

Model	R	R Square	Adjusted R	Std. Error of				
			Square	the Estimate				
1	,596 <sup>a</sup>	,355	,353	,85989				
a Predictors: (Constant) Femininity								

a. Predictors: (Constant), Femininity

 $R^2 = 355 35,5 \%$  of the satisfaction that consumers feel from their most preffered brands can be explained with their association of brands with Femininity.

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М	odel	Sum of Squares	df	Mean Square	F	Sig.
	Regression	121,592	1	121,592	164,443	$,000^{b}$
1	Residual	221,085	299	,739		
	Total	342,677	300			

### Table 18: ANOVA<sup>a</sup>

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Femininity

Sig. < 0,05 and the regression model is statistically significant. Estimated model are "Loyalty = 1.950 + 0,460Feminity". Therefore, one unit increase in Feminity will increase Loyalty by 0,460 units.

10.15 Linear regression analysis results for masculine and brand loyalty

### Table 19: Model summary

Model	R	R Square	Adjusted R	Std. Error of the
			Square	Estimate
1	,596 <sup>a</sup>	,356	,353	,85936

a. Predictors: (Constant), Masculinity

 $R^2 = 356$  and 35,6% change in loyalty the customers' most reffered brands is explained by brand's being masculine.

### Table 20: ANOVA<sup>a</sup>

Model	Sum of	df	Mean	F	Sig.
	Squares		Square		
Regression	121,866	1	121,866	165,019	$,000^{b}$
<sup>1</sup> Residual	220,811	299	,738		
Total	342,677	300			

a. Dependent Variable: Loyalty b. Predictors: (Constant), Masculinity

Sig. P < 0.05 and the regression model is statistically significant. Estimated result of the model is "Sincerity = 1.753 + 0.508Femininity". Therefore, one unit increase in Masculinity will increase the Loyalty by 0.508% units.

10.16 Linear regression analysis results for sub-dimensions of brand personality and brand loyalty

Model	R	R Square	Adjusted R	Std. Error of the
			Square	Estimate
1	,813 <sup>a</sup>	,660	,655	,62803

Table 21: Model summary

a. Predictors: (Constant), Toughness, Sincerity, Selectness Masterhsip, Enthusiasm



 $R^2 = 660$  and 66% of the satisfaction that consumers feel from their most preffered brands can be explained with their association of brnads with Toughness, Sincerity, Selectness, Mastership and Enthusiasm.

### Table 22: ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	226,323	5	45,265	114,763	$,000^{b}$
<sup>1</sup> Residual	116,354	295	,394		
Total	342,677	300			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Toughness, Sincerity, Selectness, Matership.

Sig. < 0.05 and the regression model is statistically significant. Estimated result of the model is "Loyalty = 0.512 - 0.006 - 0.006 Toughness + 0.526Exclusivity + 0.147Mastership + 0.179 Enthusiasm".

10.17 Linear regression analysis results for sub-dimensions of brand personality and brand satisfaction

### Table 23: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,666 <sup>a</sup>	,443	,434	,60277

a. Predictors: (Constant), Toughness, Sincerity, Selectness, Mastership. Enthusiasm

 $R^2 = 443$  and 44,3% of the satisfaction that consumers feel from their most preffered brands can be explained with their association of brnads with Toughness, Sincerity, Selectness, Mastership and Enthusiasm.

### Table 24: ANOVA<sup>a</sup>

Model	Iodel Sum of Squares		Mean Square	F	Sig.	
Regression	85,280	5	17,056	46,944	$,000^{b}$	
<sup>1</sup> Residual	107,181	295	,363			
Total	192,461	300				

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Toughness, Exclusivity, Mastership, Enthusiasm.

Sig. < 0,05 and the regression model is statistically significant. Predicted result of the model is "Satisfaction = 1,826 + 0,118Sincerity + 0,040 Toughness + 0,011Exclusivity + 0,280 Mastership + 0,102 Enthusiasm".



### 10.18 Linear regression analysis results for masculine and toughness

### Table 25: Model summary

Model	R	R Square	Adjusted R	Std. Error of the
			Square	Estimate
1	,838 <sup>a</sup>	,702	,701	,68629

a. Predictors: (Constant), Toughness.

 $R^2 = 702$  and 70,2 % change in Masculinity in their most preffered brand can be explained with custoers associatin git with Toughness.

### Table 26: ANOVA<sup>a</sup>

Model	Sum of Squares df		Mean Square	F	Sig.	
Regression 1 Residual Total	330,959 140,828 471,787	1 299 300	330,959 ,471	702,676	,000 <sup>b</sup>	

a. Dependent Variable: Masculinity,

b. Predictors: (Constant), Toughness,

Sig. P < 0.05 and the regression model is statistically significant. Predicted result of the model is "Masculinity= -0,126 + 0,965 Toughness". According to this one unit increase in Toughness will increase the Masculinity by 0,965 units.

10.19 Linear regression analysis results for selectness and femininity

Table 27: Model summa	ry
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Model	R	R Square	Adjusted R	Std. Error of the
			Square	Estimate
1	,747 <sup>a</sup>	,557	,556	,92169

a. Predictors: (Constant), Selectness.

R2 = 557 customers associate their most preferred brand with Femininity, 55,7% change in this can be explained with brand"s association with Selectness.

Table 28: ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.	
Regression	319,748	1	319,748	376,386	$,000^{b}$	
<sup>1</sup> Residual	254,007	299	,850			
Total	573,754	300				

a. Dependent Variable: Femininity,

b. Predictors: (Constant), Selectness.



Sig. P < 0.05 and the regression model is statistically significant. "Femininity = -0.201 + 0.952 Selectness" According to this, one unit increase in Selectness will increase Femininity by 0.952 unit.

10.20 Correlation analysis results for sub-dimensions of brand personality, brand gender and brand loyalty

			1									
		Sincerity	Enthusiasm	Mastership	Selectness	Toughness	Feminine	Masculine	Trust	Devotion	Satisfaction	Lovalty
		Sincerity	Lintrastasia	mustership	bereetiiess	rouginicoo	1 children	mascume	must	Devotion	Budbhaction	Loyuny
Sincerity	Pearson Correlation	1	.844**	.877**	.790**	.726**	.500**	.561**	.778**	.524**	.614**	.682**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	.844**	1	.913**	.890**	.852**	.573**	.679**	.777**	.626**	.635**	.768**
Enthusiasm	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	.877**	,913**	1	,872**	,802**	,546**	,629**	,798**	,607**	,656**	,756**
Mastership	Sig. (2-tailed)	,000	,000		,000	,000	,000	.000	.000	,000	,000	,000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	,790**	,890**	,872**	1	,858**	,747**	,674**	,740**	,663**	,600**	,802**
Selectness	Sig. (2-tailed)	,000,	,000,	,000		,000,	,000	.000	,000	,000	.000	,000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	,726**	,852**	,802**	,858**	1	,622**	,838**	,700**	,572**	,567**	,709**
Toughness	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000,	,000,	,000	,000	,000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	,500**	,573**	,546**	,747**	,622**	1	,538**	,436**	,578**	,270**	,596**
Feminine	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000,	,000,	,000	,000	,000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	,561**	,679**	,629**	,674**	,838**	,538**	1	,531**	,536**	,408**	,596**
Masculine	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000,	,000	,000	,000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	,778**	,777**	,798**	,740**	,700**	,436**	,531**	1	,702**	,759**	,816**
Trust	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000,		,000	,000	,000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	,524**	,626**	,607**	,663**	,572**	,578**	,536**	,702**	1	,496**	,840**
Dependence	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000,	,000		,000	,000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	,614**	,635**	,656**	,600**	,567**	,270**	,408**	,759**	,496**	1	,689**
Satisfaction	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000,	,000	,000		,000
	N	301	301	301	301	301	301	301	301	301	301	301
	Pearson Correlation	,682**	,768**	,756**	,802**	,709**	,596**	,596**	,816**	,840**	,689**	1
Loyalty	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	301	301	301	301	301	301	301	301	301	301	301

### Table 29: Correlations

\*\*. Correlation is significant at the 0.01 level (2-tailed).

There is 99% confidence interval. High and pozitive correlation is observed between satisfaction and loyalty. Accordingly, increase of satisfaction will increase loyalty. As loyalty increases, satisfaction will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between satisfaction and dependence. Accordingly, increase of dependence will increase satisfaction. As satisfaction increases, dependence will increase.

There is 99% confidence interval. High and pozitive correlation is observed between dependence and loyalty. Accordingly, increase of dependence will increase loyalty. As loyalty increases, dependence will increase.

There is 99% confidence interval. High and pozitive correlation is observed between dependence and trust. Accordingly, increase of trust will increase dependence. As dependence increases, trust will increase.

There is 99% confidence interval. High and pozitive correlation is observed between satisfaction and trust. Accordingly, increase of trust will increase satisfaction. As satisfaction increases, trust will increase.

There is 99% confidence interval. High and pozitive correlation is observed between loyalty and trust. Accordingly, increase of trust will increase loyalty. As loyalty increases, trust will increase.

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There is 99% confidence interval. Normal and pozitive correlation is observed between masculinity and trust. Accordingly, increase of masculinity will increase trust. As trust increases, masculinity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between masculinity and dependence. Accordingly, increase of masculinity will increase dependence. As dependence increases, masculinity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between masculinity and satisfaction. Accordingly, increase of masculinity will increase satisfaction. As satisfaction increases, masculinity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between masculinity and loyalty. Accordingly, increase of masculinity will increase loyalty. As loyalty increases, masculinity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between masculinity and femininity. Accordingly, increase of masculinity will increase femininity. As femininity increases, masculinity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between trust and femininity. Accordingly, increase of femininity will increase trust. As trust increases, femininity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between dependence and femininity. Accordingly, increase of femininity will increase dependence. As dependence increases, femininity will increase.

There is 99% confidence interval. Weak and pozitive correlation is observed between satisfaction and femininity. Accordingly, increase of femininity will increase satisfaction. As satisfaction increases, femininity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between loyalty and femininity. Accordingly, increase of femininity will increase loyalty. As loyalty increases, femininity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between toughness and femininity. Accordingly, increase of effeminacy will increase toughness. As toughness increases, femininity will increase.

There is 99% confidence interval. High and pozitive correlation is observed between masculinity and toughness. Accordingly, increase of masculinity will increase toughness. As toughness increases, masculinity will increase.

There is 99% confidence interval. High and pozitive correlation is observed between trust and toughness. Accordingly, increase of toughness will increase trust. As trust increases, toughness will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between dependence and toughness. Accordingly, increase of toughness will increase dependence. As dependence increases, toughness will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between satisfaction and toughness. Accordingly, increase of toughness will increase satisfaction. As satisfaction increases, toughness will increase.

There is 99% confidence interval. High and pozitive correlation is observed between loyalty and toughness. Accordingly, increase of toughness will increase loyalty. As loyalty increases, toughness will increase.

There is 99% confidence interval. High and pozitive correlation is observed between selectness and toughness.



Accordingly, increase of selectness will increase toughness. As toughness increases, selectness will increase.

There is 99% confidence interval. High and pozitive correlation is observed between selectness and femininity. Accordingly, increase of selectness will increase femininity. As femininity increases, selectness will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between selectness and masculinity. Accordingly, increase of selectness will increase masculinity. As masculinity increases, selectness will increase.

There is 99% confidence interval. High and pozitive correlation is observed between selectness and trust. Accordingly, increase of selectness will increase trust. As trust increases, selectness will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between selectness and dependence. Accordingly, increase of selectness will increase dependence. As dependence increases, selectness will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between selectness and satisfaction. Accordingly, increase of selectness will increase satisfaction. As satisfaction increases, selectness will increase.

There is 99% confidence interval. High and pozitive correlation is observed between selectness and loyalty. Accordingly, increase of selectness will increase loyalty. As loyalty increases, selectness will increase.

There is 99% confidence interval. High and pozitive correlation is observed between selectness and mastership. Accordingly, increase of selectness will increase mastership. As mastership increases, selectness will increase.

There is 99% confidence interval. High and pozitive correlation is observed between toughness and mastery. Accordingly, increase of mastery will increase toughness. As toughness increases, mastery will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between femininity and mastership. Accordingly, increase of mastership will increase femininity. As femininity increases, mastership will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between masculinity and mastership. Accordingly, increase of mastership will increase masculinity. As masculinity increases, mastership will increase.

There is 99% confidence interval. High and pozitive correlation is observed between trust and mastership. Accordingly, increase of mastership will increase trust. As trust increases, mastery will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between dependence and mastership. Accordingly, increase of mastership will increase dependence. As dependence increases, mastership will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between satisfaction and mastership. Accordingly, increase of mastership will increase satisfaction. As satisfaction increases, mastership will increase.

There is 99% confidence interval. High and pozitive correlation is observed between loyalty and mastership. Accordingly, increase of mastership will increase loyalty. As loyalty increases, mastership will increase.

There is 99% confidence interval. Very high and pozitive correlation is observed between enthusiasm and mastership. Accordingly, increase of enthusiasm will increase mastership. As mastership increases, enthusiasm will increase.

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There is 99% confidence interval. Very high and pozitive correlation is observed between enthusiasm and selectness. Accordingly, increase of enthusiasm will increase selectness. As selectness increases, enthusiasm will increase.

There is 99% confidence interval. High and pozitive correlation is observed between enthusiasm and toughness. Accordingly, increase of enthusiasm will increase toughness. As toughness increases, enthusiasm will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between enthusiasm and femininity. Accordingly, increase of enthusiasm will increase femininity. As femininity increases, enthusiasm will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between enthusiasm and masculinity. Accordingly, increase of enthusiasm will increase masculinity. As masculinity increases, enthusiasm will increase.

There is 99% confidence interval. High and pozitive correlation is observed between enthusiasm and trust. Accordingly, increase of enthusiasm will increase trust. As trust increases, enthusiasm will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between enthusiasm and dependence. Accordingly, increase of enthusiasm will increase dependence. As dependence increases, enthusiasm will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between enthusiasm and satisfaction. Accordingly, increase of enthusiasm will increase satisfaction. As satisfaction increases, enthusiasm will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between enthusiasm and loyalty. Accordingly, increase of enthusiasm will increase loyalty. As loyalty increases, enthusiasm will increase.

There is 99% confidence interval. High and pozitive correlation is observed between enthusiasm and sincerity. Accordingly, increase of sincerity will increase enthusiasm. As enthusiasm increases, sincerity will increase.

There is 99% confidence interval. High and pozitive correlation is observed between mastery and sincerity. Accordingly, increase of sincerity will increase mastership. As mastership increases, sincerity will increase.

There is 99% confidence interval. High and pozitive correlation is observed between selectness and sincerity. Accordingly, increase of sincerity will increase selectness. As selectness increases, sincerity will increase.

There is 99% confidence interval. High and pozitive correlation is observed between toughness and sincerity. Accordingly, increase of sincerity will increase toughness. As toughness increases, sincerity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between femininity and sincerity. Accordingly, increase of sincerity will increase femininity. As femininity increases, sincerity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between masculinity and sincerity. Accordingly, increase of sincerity will increase masculinity. As masculinity increases, sincerity will increase.

There is 99% confidence interval. High and pozitive correlation is observed between trust and sincerity. Accordingly, increase of sincerity will increase trust. As trust increases, sincerity will increase.



There is 99% confidence interval. Normal and pozitive correlation is observed between dependence and sincerity. Accordingly, increase of sincerity will increase dependence. As dependence increases, sincerity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between satisfaction and sincerity. Accordingly, increase of sincerity will increase satisfaction. As satisfaction increases, sincerity will increase.

There is 99% confidence interval. Normal and pozitive correlation is observed between loyalty and sincerity. Accordingly, increase of sincerity will increase loyalty. As loyalty increases, sincerity will increase.

### **11 Discussion and Conclusion**

There is 51% male and 49% female among surveyed 301 people. The age range of participants changes between 18 and 24. As a significant percentage of 54% participants spends less than 30% of their personal income on clothing. 35% participants spends 30%-50% of their personal income on clothing, the ones who spends between 50%-70% is just 11%.

When participants have been asked to array the 5 most preferred brands, LCW is the most preferred brand with the range 24% among 19 clothing brands. The second one is KOTON, the third one is ZARA and the fourth one is MAVI JEANS. Without sorting, the participants indicate the most preferred brands as KOTON 13% and LCW 10%.

When the participants think the most preferred stores as a person, the distribution on the brands with the given personality traits is showed in the chart. The brand most associated with femininity by its clients is MAVİ JEANS among the 5 most preferred brands, MAVİ JEANS is the brand which associated with masculine in the first place by its clients. The common preferred brands like ADİDAS, KOTON, ZARA, LCW have mid range in terms of femininity and masculine. Thus, it shows that those brands are not found only feminine or masculine by the participants.

When we array 3 qualities that people consider the most while they are selecting outdoor clothing, the first quality is about model, cutting and design. Then participants consider the color, comfort, price, brand, fabric pattern etc. The use of health-compatible materials and advertisement are not prioritized.

27% of participants have described themselves as cheerful, 20% of participants have described themselves as honest, 13% of participants have described themselves as energetic, 12% of participants have described themselves as calm.

People who state the brand as the most considered feature while selecting outerwear products associate confidence with the most preferred brand. People who state fabric pattern as the most considered feature associate enthusiasm with the most preferred brand. People who state the color and comfort of the products as the most considered feature associate confidence with the most preferred brand. People who state the color and comfort of the products as the most considered feature associate confidence with the most preferred brand. People who state the cutting, madel and design of the products as the most considered feature associate confidence with the most preferred brand. People who state the price as the most considered feature associate confidence with the most preferred brand. People who state the use of health- compatible materials as the most considered feature associate confidence with the most preferred brand. People who state the advertisement of the products as the most considered feature associate confidence and selectness with the most preferred brand.

The concepts of feminine and masculine came to the forefront in harmonisation made by the people who state brand and fabric as the most considered feature.

According to the T Test results, it was determined that women associate the most preferred brand with the femininity

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more than men. Yet in terms of masculine, there is not a similar situation between men and women. It was determined that single ones associate the most preferred brand with confidence more than the married people. Post graduate and doctor's degree ones associate the most preferred brand with sincerity more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with selectness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with selectness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with toughness more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with confidence more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with confidence more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with confidence more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand with confidence more than graduate students. Post graduate and doctor's degree ones associate the most preferred brand more than graduate students.

People who spend 30%-50% of their personal income on clothing associate the most preferred brand with the sincerity more than the ones who spend 50%-70% of their personal income. People who spend 30%-50% of their personal income on clothing associate the most preferred brand with enthusiasm more than the ones who spend less than 30% of their personal income. People who spend 30%-50% of their personal income on clothing associate the most preferred brand with selectness more than the ones who spend less than 30% of their personal income. People who spend 30%-50% of their personal income on clothing associate the most preferred brand with toughness more than the ones who spend less than 30% of their personal income on clothing associate the most preferred brand with toughness more than the ones who spend less than 30% of their personal income on clothing associate the most preferred brand with effeminacy more than the ones who spend less than 30% of their personal income. People who spend 30%-50% of their personal income on clothing associate the most preferred brand with effeminacy more than the ones who spend less than 30% of their personal income. People who spend 50%-70% of their personal income on clothing feel loyal to the most preferred brand more than the ones who spend less than 30% of their personal income on clothing are faithful to the most preferred brand more than the ones who spend less than 30% of their personal income.

People who shop from the most preffered brands for a period of 13 months or more associate the brands with enthusiasm more than the ones who shop for a period of 1-4 or 5-8 months. People who shop from the most preffered brands for a period of 13 months or more associate the brands with selectness more than the ones who shop for a period of 1-4 months. People who shop from the most preffered brands for a period of 13 months or more associate the brands with selectness more than the ones who shop for a period of 1-4 months. People who shop from the most preffered brands for a period of 13 months or more associate the brands with toughness more than the ones who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4 months. People who shop for a period of 1-4, 5-8, 9-12 months. People who shop from the most preffered brands for a period of 13 months or more are faithful to the brands more than the ones who shop for a period of 1-4 and 5-8 months.

When the femininity and loyalty are investigated with cause and effect relationship, 35% of the change in the loyalty to brands that consumers' shop most is explained with the brands' feminine look. When the masculinity and loyalty are investigated with cause and effect relationship, 35.6% of the change in the loyalty to brands that consumers' shop most is explained with the brands' masculine look. 66% of the change in the loyalty to brands that consumers' shop most is explained with the association the brand with sincerity, toughness, selectness, enthusiasm and mastership. 70.2% of the change in the masculinity which associated with the most preferred brand by the consumers is explained with the association the brand with selectness.

High and positive correlation is observed between satisfaction and loyalty. Accordingly, increase of satisfaction will increase loyalty. As loyalty increases, satisfaction will increase. Normal and positive correlation is observed between satisfaction and dependence. Accordingly, increase of dependence will increase satisfaction. As satisfaction increases, dependence will increase. High and positive correlation is observed between dependence and loyalty. Accordingly, increase of dependence will increase loyalty. As loyalty increases, dependence will increase. High and positive correlation is observed between dependence will increase loyalty. As loyalty increases, dependence will increase. High and positive correlation is observed between dependence will increase dependence and confidence. Accordingly, increase of confidence will increase dependence will increases, confidence will increase. High and positive correlation is observed between dependence will increase of confidence will increase dependence will increase, confidence will increase. High and positive correlation is observed between dependence will increase of confidence will increase dependence. As dependence increases, confidence will increase. High and positive correlation is observed between



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High and positive correlation is observed between confidence and toughness. Accordingly, increase of toughness will increase confidence. As confidence increases, toughness will increase. Normal and positive correlation is observed between dependence and toughness. Accordingly, increase of toughness will increase dependence. As dependence increases, toughness will increase. Normal and positive correlation is observed between satisfaction and toughness. Accordingly, increase of toughness will increase satisfaction. As satisfaction increases, toughness will increase. High and positive correlation is observed between loyalty and toughness. Accordingly, increase of toughness will increase loyalty. As loyalty increases, toughness will increase. High and positive correlation is observed between selectness and toughness. Accordingly, increase of selectness will increase toughness. As toughness increases, selectness will increase. . High and positive correlation is observed between selectness and femininity. Accordingly, increase of selectness will increase femininity. As femininity increases, selectness will increase. Normal and positive correlation is observed between selectness and masculinity. Accordingly, increase of selectness will increase masculinity. As masculinity increases, selectness will increase. High and positive correlation is observed between selectness and confidence. Accordingly, increase of selectness will increase confidence. As confidence increases, selectness will increase. Normal and positive correlation is observed between selectness and dependence. Accordingly, increase of selectness will increase dependence. As dependence increases, selectness will increase. Normal and positive correlation is observed between selectness and satisfaction. Accordingly, increase of selectness will increase satisfaction. As satisfaction increases, selectness will increase. High and positive correlation is observed between selectness and loyalty. Accordingly, increase of selectness will increase loyalty. As loyalty increases, selectness will increase. High and positive correlation is observed between selectness and mastership. Accordingly, increase of selectness will increase mastership. As mastership increases, selectness will increase. High and positive correlation is observed between toughness and mastership. Accordingly, increase of mastership will increase toughness. As toughness increases, mastership will increase. Normal and positive correlation is observed between effeminacy and mastership. Accordingly, increase of mastership will increase effeminacy. As effeminacy increases, mastership will increase. Normal and positive correlation



is observed between masculinity and mastership. Accordingly, increase of mastership will increase masculinity. As masculinity increases, mastership will increase. High and positive correlation is observed between confidence and mastership. Accordingly, increase of mastership will increase confidence. As confidence increases, mastership will increase. Normal and positive correlation is observed between dependence and mastership. Accordingly, increase of mastership. Accordingly, increase of mastership will increase, mastership will increase dependence. As dependence increases, mastership will increase. Normal and positive correlation is observed between satisfaction and mastership. Accordingly, increase of mastership will increase, mastership will increase satisfaction. As satisfaction increases, mastership will increase. High and positive correlation is observed between loyalty and mastership. Accordingly, increase of mastership will increase, mastership will increase. Very high and positive correlation is observed between enthusiasm and mastership. Accordingly, increase of enthusiasm will increases, enthusiasm and selectness. Accordingly, increase of enthusiasm will increase selectness. As selectness increases, enthusiasm will increase. High and positive correlation is observed between enthusiasm and selectness. Accordingly, increase of enthusiasm will increase. Selectness increases, enthusiasm will increase. High and positive correlation is observed between enthusiasm and toughness. Accordingly, increase of enthusiasm will increase.

Normal and positive correlation is observed between enthusiasm and femininity. Accordingly, increase of enthusiasm will increase femininity. As femininity increases, enthusiasm will increase. Normal and positive correlation is observed between enthusiasm and masculinity. Accordingly, increase of enthusiasm will increase masculinity. As masculinity increases, enthusiasm will increase. High and positive correlation is observed between enthusiasm and confidence. Accordingly, increase of enthusiasm will increase confidence. As confidence increases, enthusiasm will increase. Normal and positive correlation is observed between enthusiasm and dependence. Accordingly, increase of enthusiasm will increase dependence. As dependence increases, enthusiasm will increase. Normal and positive correlation is observed between enthusiasm and satisfaction. Accordingly, increase of enthusiasm will increase satisfaction. As satisfaction increases, enthusiasm will increase. Normal and positive correlation is observed between enthusiasm and loyalty. Accordingly, increase of enthusiasm will increase loyalty. As loyalty increases, enthusiasm will increase. High and positive correlation is observed between enthusiasm and sincerity. Accordingly, increase of sincerity will increase enthusiasm. As enthusiasm increases, sincerity will increase. High and positive correlation is observed between mastership and sincerity. Accordingly, increase of sincerity will increase mastership. As mastership increases, sincerity will increase. High and positive correlation is observed between selectness and sincerity. Accordingly, increase of sincerity will increase selectness. As selectness increases, sincerity will increase. High and positive correlation is observed between toughness and sincerity. Accordingly, increase of sincerity will increase toughness. As toughness increases, sincerity will increase. Normal and positive correlation is observed between effeminacy and sincerity. Accordingly, increase of sincerity will increase effeminacy. As effeminacy increases, sincerity will increase. Normal and positive correlation is observed between masculinity and sincerity. Accordingly, increase of sincerity will increase masculinity. As masculinity increases, sincerity will increase. High and positive correlation is observed between confidence and sincerity. Accordingly, increase of sincerity will increase confidence. As confidence increases, sincerity will increase. Normal and positive correlation is observed between dependence and sincerity. Accordingly, increase of sincerity will increase dependence. As dependence increases, sincerity will increase. Normal and positive correlation is observed between satisfaction and sincerity. Accordingly, increase of sincerity will increase satisfaction. As satisfaction increases, sincerity will increase. Normal and positive correlation is observed between satisfaction and sincerity. Accordingly, increase of sincerity will increase satisfaction. As satisfaction increases, sincerity will increase.

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