The Effect of Brand Anthropomorphism on Customers' Behavior (Case Study: Ofogh Kourosh Chain Stores Brand)

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ABSTRACT

Brand anthropomorphism has been found to enhance the consumers' ability to recognize the intrinsic value of brands. However, there is limited knowledge among human brand practitioners to achieve human indicators. The extant study aimed at examining the effect of brand anthropomorphism' determinants on the friendly behavior of buyers towards the brand. Five determinants of brand design, product feature, brand personification, brand self-consistency (BSC), and brand advertising were examined in brand anthropomorphism by using the analytical-pragmatic technique. Moreover, the proposed framework was validated for a sample (n=546) by modeling the analytical-structural equation of confirmatory factor analysis. In the next step, the Logit model was developed to find the effect of brand anthropomorphism on the possible friendly behavior/indifference of customers towards the Ofogh Koorosh Brand by using logistic regression analysis (LRA).Results of LRA indicated the significant effect of brand anthropomorphism on the likelihood of customers' friendly behavior towards the Ofogh Koorosh Brand based on the appropriate Nagelkerke R^2 of 0.535. Furthermore, findings indicated the effect of determinants of brand anthropomorphism on the likelihood of customers' friendly behavior towards the brand of Ofogh Koorosh chain stores.
Keywords: Brand Anthropomorphism, Customer Interest in Brand, Customer-Brand Relationship, Ofogh Koorosh Brand, Human Brand

Introduction

Customers build and develop functional relationships with brands while interacting with them. [1].This issue affects the customers' opinions and preferences towards the brand. Customers anthropomorphize the brand and communicate with it like an interpersonal relationship [2]. For this reason, the customers' desire to brand anthropomorphism is important to facilitate their interest in the brand [2].

The purpose of the present study was to examine the brand of Ofogh Kourosh chain stores. "Chain Store" is generally defined as huge stores with large spaces. It is a combination of a supermarket, a large multipurpose store, and a special store in a large space on the ground floor in a single place. Chain store brands include stores or brands with specific slogans that are generally associated with stores with national brands. The chain stores offer a variety of products to their customers under one roof for several items such as clothing, cosmetics, electronics, home appliances, food, etc. Customers sometimes express their emotions and feelings for a particular brand [3]. Sarkar et al. [2] anthropomorphize the role of the brand based on store signs and branding factors.

Previous studies have shown that powerful consumers respond favorably to brands with human characteristics as they can encourage consumers to feel socially superior, even if they include inanimate objects [4].

In this study, it has been stated that powerful consumers respond favorably to anthropomorphized brands only when they have a high sense of competence - for example, the ability to interact skillfully and change the environment [5]. Evidence suggests that when powerful people feel unable to meet their needs, their relationship with subordinates is strained because they experience insecurity and devaluation [6]. This study has a good understanding of the brand anthropomorphism role and its determinants in the effect of customers' friendly behavior towards the brand from the customers' points of view. Therefore, the present study examined the effect of underlying factors on customers' brand anthropomorphism.

2. Theoretical Framework of the Study:

2.1. The Need for Brand Anthropomorphism:

Brands make organizations valuable and brand anthropomorphism is one way to promote the value of organizations. Regarding the reconstruction of traditional and consistent values, consumers have become increasingly interested in human-like brands and now they interact with brands the same way they interact with others. [7]. Meanwhile, the success of brands that have faced low business trust over time is less than other reputable human brands [8], and therefore assigning human characteristics to brands (ie, brand anthropomorphism) is determined to increase the power of consumers' awareness of the intrinsic value of a brand [9]. According to Brown [7], the appeal of anthropomorphism is not well understood in marketing. Brand managers need a better understanding of how to anthropomorphize a brand and how to build and manage a human-like brand.

2.2. Brand Anthropomorphism

Brand anthropomorphism is the extent to which a brand is perceived as a human being and it is regarded as a critical cognitive process that affects consumers and brands. [10] This effect deals with two perceptions: (1) the perception of the external and internal appearance of a product and (2) the perception of self-congruity of a product [11].

McGill and Kim [12] proposed two types of brand anthropomorphism. The first type is inferential in which model dimensions are used to generate cognitive elements with human dimensions. For example, a brand is considered trustworthy when it meets the customers' expectations. The trustworthy concept is a trait that is usually assigned to humans leading to the humanizing of the brand. Theories related to brand personality belong to the first type [12]. The personality scale of the famous Acker brand [13] came out

with five dimensions of brand personality – sincerity, competence, excitement, sophistication, and ruggedness. There are many similarities between sincerity and intimacy dimensions [8]. Regarding the first type of brand anthropomorphism, human characteristics are simply observable traits in the brand [12], and the idea that brands can resemble human traits has been explored in various studies [14].

The second type of a human brand is the nature of feelings, goals, thoughts, temperament, and even power-seeking [15].

Prior empirical studies have shown that people are more likely to participate when they experience human-like websites through anthropomorphic aesthetic cues. Designing humanistic websites (such as websites with human-like eyes) increases consumers' confidence and positively affects the purchase goals of such websites. [16].

Brand anthropomorphism has been studied in the branding literature. However, there are no scales to measure brand anthropomorphism [2]. Some researchers have used physical characteristics of the human body such as height, gender, and physical characteristics, while others have used intangible characteristics such as human name, voice, personality, and emotional and social abilities as well as human behavior [4]. In this study, brand anthropomorphism is conceptualized as a cognitive process in line with the definitions provided by Pozakova et al. [18].

2.3. The Effect of Brand Anthropomorphism on Consumers' Behaviors:

Today, brand anthropomorphism is a widely used marketing strategy and most empirical research has shown that anthropomorphic products and advertising have positive effects on consumers' attitudes and evaluation. Brand anthropomorphism can help the consumer to properly understand, control, and anticipate non-human factors that enrich the effective motivation of consumers and thus improve product evaluation [19].

2.4. Consumer-Brand Relations and Brand Personification:

The human relationship metaphor has long inspired research on marketing relationships and more recently, research on the relationship between consumers and brands [20]. Fournier [20] proposes a theoretical framework for different types of brand-consumer relationships, arguing that brands are active parties in consumer relationships. He inevitably assumes that consumers not only benefit from using a brand but also seek symbolic meaning that fits that brand. He also notes that certain types of consumers form a very intrinsic bond with a brand, such as the feelings of interest and affection that certain types of consumers typically experience with their close friends, family, or emotional partners. By presenting the concept of brand-consumer relationship in studies conducted on the consumer, brand personification has reached a logical conclusion. [21] Personification deals with the human tendency to describe human characteristics to non-human objects. Therefore, the theory that the consumer can have a relationship with the brand is the development of brand metaphors as a person or brand personality. Accordingly, some consumers consider the brand to have a spirit or at least human characteristics [22]. Therefore, an important mechanism that influences the depth of consumer-brand relationships is personification which allows consumers to interact with brands to reflect human-human social interactions [22]. Regarding social psychology studies, people tend to personify various inhuman objects because of social and cognitive motivations. [23] Marketers often use this phenomenon for product personification tactics, branding, and eloquent people. [24]. In addition, a brand can make the product more popular, promote positive emotions, and make the brand personality traits more desirable among consumers by using personification as a marketing communication technique [25].

2.5. Brand Anthropomorphism in the Shadow of Power:

Power is defined as people's beliefs about their ability to control or influence others' states according to their wills: a capacity bestowed through the people's ability to allocate or retain valuable resources or to impose punishments [26]. People's sense of mental power can be viewed as a fixed trait since it can be a result of what they experience in a position of power [27]. Extensive research has also shown that people, regardless of their hierarchical position, can feel empowered in their personal or professional life. The mental sense of power can be activated when people are in a situation where they can make decisions that affect others [28]. Thus, the increased sense of power is associated with positive outcomes such as increased positive thinking [27] and received control [29].

3. Literature Review

The following section focuses on reviewing the related literature to hypothesize the present study.

3.1. Brand Anthropomorphism

Non-profit anthropomorphism is "a diverse cognitive process that reflects consumer tendencies (concerning human characteristics) toward brands based on their general behavior and perceptions as beings with specific motives, goals, and emotions" [30]. The extent of a customer's attitude toward a brand is as a customer and his interaction with the brand is like a human being [11].

3.2. Brand Anthropomorphism Determinants and Hypothesis

Brand anthropomorphism is determined by several factors, including brand design [11], in-store product features [31], brand personification [32], brand self-congruity [11], and brand advertising [33] that influence the customers' identified brand anthropomorphism. These assumptions affect the customer's attitudes toward brand anthropomorphism. In the following, a detailed note of the factors influencing customers' views on brand anthropomorphism has been presented.

3.2.1. Brand Design

Marketers encourage customers to anthropomorphize their brand through brand design [11]. The brand design includes a variety of brand-related elements such as name, shape, logo, letter set, layout, color, and general presentation to help differentiate the brand from other competing brands. It facilitates the customers' action regarding the desired brand through its communication and special features [34]. Brand anthropomorphism is simulated by customers through brand design schemes [35]. Therefore, the first hypothesis of this study is:

Hypothesis 1-A: Brand design significantly affects brand anthropomorphism.

3.2.2. Product Features

Product shapes, designs, and features are essential components of brand anthropomorphism [36] which may be formed according to the characteristics of in-store products. Customers anthropomorphize the brand based on the features and performance of that product [37, 38]. The characteristics of in-store products play an important role in customer preference for a brand and their view of brand anthropomorphism [39]. Therefore, the second hypothesis of this study is:

Hypothesis 1-B: The in-store product features significantly affect brand anthropomorphism.

3.2.3. Brand Personification

Personified brands are preferred by customers. They feel connected to a brand with personality or personification capabilities. Brand personification is related to brand reflection that encourages customers to give the brand human life. [40]. This is an effective component in consolidating the customer's ability in brand anthropomorphism. Aguirre-Rodriguez [32, p. 70] define brand personality as "a human-like representation of a product or brand that is designed to relate the brand to specific human characteristics." This is a phenomenon in which the brand expresses a personality with human characteristics. Thus, the brand is presented by the customer memorably and humanly. [41]. Aguirre-Rodriguez [32] argued that brand personification is a vital determinant of brand anthropomorphism. Therefore, the third hypothesis of this study is as follows:

Hypothesis 1-C: Brand personification significantly affects brand anthropomorphism.

3.2.4. Brand Self-Congruity

Guido & Peluso [11] argue that the concept of brand self-congruity is a practical dimension for the development of brand anthropomorphism. Epley et al. [42] propose that self-concept affects anthropomorphism. Rahman [43] suggests three types of self-concept including the real self, "how do you see yourself?", "Ideal self" (how do you like to see yourself?) and "social self" (how does society see you?). The customer focuses on self-concept to understand the congruence between himself and the brand [44]. Self-concept is a necessary element for brand anthropomorphism by the customer [42]. Therefore, the fourth hypothesis of this study is:

Hypothesis 1-D: Brand self-congruity significantly affects brand anthropomorphism.

3.2.5. Brand Advertising

Advertising gives human-like characteristics to the brand because customers are the components involved in brand anthropomorphism [45]. Advertising affects customers' shopping patterns, emotions, and attitudes towards a particular brand [46]. Anthropomorphized advertising positively affects the customer's attitude towards a particular brand [47]. Various characters, auspicious and moving objects are used to raise the customer's perception of the brand as a brand that has taken on a human's color or look or become a humanized brand [33]. These tactics of humanizing a brand or promoting it based on human characteristics in advertising are important for anthropomorphizing the brand. Therefore, the fifth hypothesis of this study is:

Hypothesis 1-E: Brand advertising significantly affects brand anthropomorphism.

3.3. Brand Anthropomorphism and Friendly/Indifferent Behavior of Customers towards the Brand

Friendly or indifferent behavior of customers towards the brand is based on their inner desire to brand anthropomorphism [2]. Customers decide to love the brand to consider the human side of the brand characteristics and build customer relationships with the brand [2, 11, and 48]. To examine the role of brand anthropomorphism on the possibility of customers' friendly behavior towards the brand, the following hypothesis are presented:

Hypothesis 2: Brand anthropomorphism increases the probability of customers' friendly behavior towards the chain store brand.

In addition, the determinants of brand anthropomorphism are examined as follows to obtain information on their effect on customers' friendly behavior in the logistic model.

Brand design elements reflect customers' attitudes toward the brand and the emotional connection with it [49]. Emotional connection is the core of customer interest in the brand [50]. Thus, brand design is a decisive factor that significantly affects customers' friendly behavior towards the brand.

Therefore, Hypothesis 3-A is as follow:

Hypothesis 3-A: Brand design increases the probability of customers' friendly behavior towards the chain store brands.

The product-related features of the shopping center are an effective force to ensure that customers are very interested in the brand [51]. The feature of in-store products in chain stores makes customers interested in the brand based on their satisfaction with the brand [52]. Therefore, hypothesis 3-B is as follows:

Hypothesis 3-B: Product features increase the probability of customers' friendly behavior towards the chain store brands.

Social face-based branding plays a role in promoting the customer's emotional relationship with the brand. Customers are interested to be associated with brand personification in the market [41]. Brand personification through the emotional bond between the customer and the brand creates a customer-friendly attitude towards the brand [53]. Thus, Hypothesis 3-C is as follows:

Hypothesis 3: Brand personification increases the probability of customers' friendly behavior towards the chain store brands.

Customers consider empirical and symbolic features to get their needs expressed through the brand. Customers like to choose a brand that is compatible with their image [54]. They like to create congruence between brand image and their image based on their familiarity with the brand. Therefore, Hypothesis 3-D is as follows:

Hypothesis 3D: Brand self-congruity increases the probability of customers' friendly behavior towards the chain store brands.

Brand advertising provides people with a brand anthropomorphic perspective based on human emotions that increase customer interest in the brand [46]. Store advertising effectively fosters customer tendencies and emotions towards the brand through store features and billboards [55]. Accordingly, Hypothesis 3-E is as follows:

Hypothesis 3-E: Brand advertising increases the probability of customers' friendly behavior towards the chain store brands.

Therefore, the following conceptual model (see Figure 1) was presented for this study.

4. Method

The research method of the present study was quantitative and a standard questionnaire was used for data collection regarding the potential respondents.
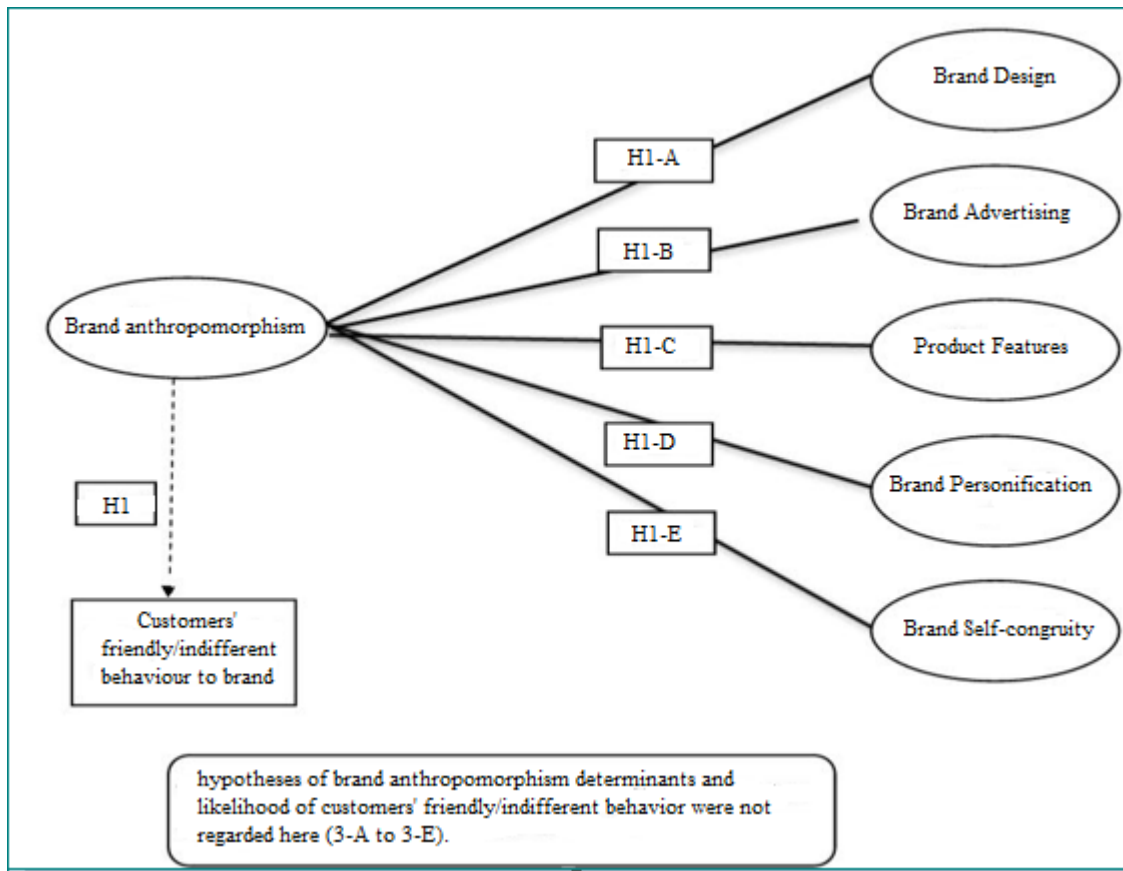
Figure 1. Conceptual Model

4.1. Questionnaire

A 5-point Likert scale (from1= strongly disagree to 5 =strongly agree) questionnaire was used as the research instrument. It consisted of several items to measure structures. The items or scales were adapted from the existing studies (see Table 1). Therefore, categorical variables were used to identify friendy or indifferent customers to the brand.

Table 1. Factor Analysis Results

Dimension and related items	Reliability (Cronbach's alpha)	Intersection	Factor load	Scale resource
1. Brand anthropomorphism -19.375% Variables defined with a specific value 5.813		---	---	
Self-conscious Responsive Thoughtful Emotional Social Eloquent Bold	0.965	0.955 0.905 0.879 0.874 0.791 0.721 0.702	0.972 0.946 0.933 0.932 0.886 0.853 0.822	Tuskej & Podnar [30]
2. Brand design 16.520% Variable defined with special value 4.956		---	---	Lieven et al. [56]; Magrath & McCormick[57]
Color General presentation Name	0.957	0.904 0.862 0.843 0.824	0.943 0.924 0.914 0.903	

Layout Letter setting Shape /Image /logo		0.807 0.721	0.893 0.843	
3. Brand advertising - 14.247% Variable defined with special value 4.274 I often talk about commercial advertisements I have seen Brand ads bother me (-) I find brand advertising even more interesting. I am often persuaded to buy the products I see in brand advertising. I usually pay attention to brand advertisements.	۹۵۶0.956	--- 0.885 0.862 0.858 0.839 0.823	--- 0.937 0.928 0.920 0.913 0.903	Levy & Gendel-Guterman [55]
4. Brand personification -11.880% variables defined with a specific value of 3.564 This brand gives me a sense of my experience. This brand is presented with a memorable appearance. This brand affects my mental experience and emotions. The brand offers a personality with human-like features.	0.957	--- 0.953 0.953 0.847 0.819	--- 0.972 0.972 0.913 0.901	Cohen [41]
5. Self-congruity -11.200% Variable defined with a specific value of 3.360. The brand image is congruent with my perception of myself. Other buyers who use this brand are like me. People like me use this brand. The brand image is a reflection of who I am.	0.935	--- 0.885 0.870 0.816 0.790	--- 0.933 0.929 0.900 0.874	Kim & Joung [58]
6. Product features - 10. 937% Variables defined with special value 3.281. Product quality Product price Product packaging The full range of the product	0.923	--- 0.938 0.832 0.762 0.718	--- 0.967 0.911 0.869 0.845	Sulianti [52]

The researchers aimed to examine the possible effect of brand anthropomorphism and its determining factors on two categories of customer behavior (a) customers' friendly behavior toward the brand and (b) customers' indifferent behavior toward the brand. To this end, the questionnaire asks respondents a question: "If you have a brand anthropomorphism sense toward the Ofogh Kourosh brand, will you like that brand or keep a neutral sense of it?" Therefore, regarding the customers' responses, the data were classified into two categorical variables: (a) brand-friendly customers and (b) brand-indifferent customers.

4.2. Instrument, Data collection, and Data Analysis

Data were obtained from various chain stores and Ofogh Kourosh shopping centers in Tehran. The customers who often do shopping in the Ofogh Kourosh chain store were chosen as the sample of the study.

A sample size of 300 customers was selected and then scale validation and exploratory factor analysis (EFA) were used respectively to analyze the internal consistency of the scale and the underlying factors. The logistic regression was used to examine the effect of brand anthropomorphism and its determining factors on customers' behavior towards the Ofogh Kourosh brand regarding two categorical variables: (a) brand-friendly customers and (b) brand-indifferent customers.

4.2.1. Data Analysis

Cronbach's alpha was used to examine the reliability of items under each structure and also exploratory factor analysis to establish the validity of the scale. For this purpose, the first 300 questionnaires were distributed among the sample regarding the rule of 10 cases for each item [59]. Cronbach's alpha values, intersection, and load factors are more important than the recommended values of 0.7, 0.6, and 0.6, respectively (see Table 1) [60]. The factor solution was 84.159% for the total variance.

After performing the exploratory factor analysis, the financial expert analyst was performed on the new sample data 546 to confirm the factor structure and validity through the measurement model. The measurement model of 30 items under six basic factors was examined by the maximum probability estimation method and has significant regression weights for all cases (***p$\leq$ 0.001). The values of financial certification organization (0.968), global financial integration (0.919), and root mean square error (0.044), obligation to apply validation (0.035) were measured respectively to evaluate utility and disutility of appropriateness. The values of the financial certification organization and global financial integration are higher than the recommended value of 0.9, while the root mean square error and the obligation to apply validation are lower than the recommended value of 0.05. On the other hand, composite validity values, average variance extracted (AVE), and maximum common change were analyzed to examine convergent validity and discriminant validity. The composite validity values, average variance extracted and maximum shared variance were in favor of model validity; because all the composite validity estimates and the average variance extracted were more prominent for the convergent validity than the recommended values of 0.7 and 0.5, respectively. However, the estimates of maximum shared variance were lower than the average variance estimates extracted for the differential validity basis. These values explain the adequacy of the measurement model. The statistical values of composite validity, average extracted variance, and maximum shared variance are shown in Table 2.

Table 2. Composite Validity Values, Average Extracted Variance, and Maximum Shared Variance

Factors	Composite validity	Average variance extracted	maximum shared variance
Brand design	0.950	0.760	0.145
Product features	0.910	0.719	0.125
Brand personification	0.920	0.743	0.114
Brand Self-congruity	0.930	0.770	0.088
Brand advertising	0.938	0.753	0.141
brand Feature	0.907	0.581	0.145

Table 3. Hypothesis Test Results under Structural Equation Model

Hypothesis	Relation	Route coefficient	t-value	significant value (p-value)	Confirmed/unconfirmed hypothesis
1-A	Brand design→	0.373	11.950	p<0.001***	Confirmed
1-B	Brand anthropomorphism Product Features →	0.360	11.770	p<0.001***	Confirmed
1-C	Brand anthropomorphism Brand personification → Brand anthropomorphism	0.360	11.163	p<0.001***	Confirmed
1-D	Self-congruity → Brand anthropomorphism	0.300	9.826	p<0.001***	Confirmed
1-E	Brand advertising → Brand anthropomorphism	0.388	12.394	p<0.001***	Confirmed

Afterward, a structural analysis of the model was done to evaluate the relationship between determinants and brand anthropomorphism. The structural model has five exogenous variables and one endogenous variable. The analyzed results indicated that all exogenous variables significantly affect the endogenous variable, that is, brand anthropomorphism (see Table 3). This model explained the higher value of R2 for brand anthropomorphism by exogenous variables 0.639 (63.9%). The details are shown in Table 3 according to the hypothesis test under structural analysis.

The probability of brand-friendly customers $= e^{logit}/ (1 + e^{logit})$

Where,

logit $= B_0 + B_1$ ((brand design $+ B_2$ (product features)) $+ B_3$ (brand personification) $+ B_4$ (brand self-congruity) $+ B_5$ (brand advertising).

To this end, it has been investigated that brand anthropomorphism and determinants can adequately predict brand-friendly/indifferent customers. Therefore, the relationships of both groups were examined using a t-test, in which the results of the t-test are significant for these relationships [59].

The values were shown in Table 4a.

To evaluate the fit of the logit model, three statistical parameters were taken into account in this study: (a) logarithm probability-2, (b) general test of model coefficients, and (c) classification tables [59, 60]. The logarithm probability-2 value in the sixth iteration was obtained at 523.356, in which the initial probability value of the 2-logarithm was 838.037.

Second, the general test of the model coefficients (p = 0.000, X2 = 314.681) is significant for the model. Then, this model correctly placed 88.5% of the total respondents in the group of brand-friendly and brand-indifferent customers, which is higher than 60.9% of the initial classification of cases, when independent variables were not included in the research model. These dimensions showed a sufficient fit of the logistic regression model. The result explained that growth in brand anthropomorphism increases the probability of customers' friendly behavior toward the brand by about 64.13% (Exp (B) = 1.788). The estimated value of Nagelkerke's R2 (0.535) also showed a higher explanatory effect of brand anthropomorphism on

customers' behavior toward the Ofogh Kourosh brand. The coefficient values for brand anthropomorphism (0.581) were significant at the significance level of 0.05 (0.000). Therefore, Wald statistics (779/149) were significant in the value of p (0.000). Statistics of dual logistic regression results for the model are shown in Table 4-b.

Next, brand anthropomorphism determinants were used to predict brand-friendly/indifferent customers. The fit for the present model included the determinants of brand anthropomorphism was also evaluated based on three parameters including a) logarithm probability-2, b) general test of model coefficients and c) classification tables [59, 60]. For this model, the probability-2 value of logarithm was obtained at 356.843 in the seventh iteration, in which the initial probability-2 of logarithm was 838.037. In the next step, the general test of the model coefficient was also significant (p = 0.00, X2 = 481.194). Consequently, this model correctly classified 90.7% of the total respondents into both groups of the logit model. These statistics provided sufficient evidence to judge the adequacy of the logistic regression model. The results showed the significant effect of all predicted factors on brand-friendly/indifferent customers based on the coefficient values that were significant for the predicted factors (see Table 4-c). This table explained that the growth in brand design, product features, brand personification, brand self-congruity, and brand advertising increased the probability of customers' friendly behavior towards the brand 56.59%, 59.48%, 58.72%, 59.39%, and 57.60% respectively (for all factors 1.304, 1.463, 1.423, 1.463 and 1.359, respectively). Also, Nagelkerke's R2 for this model (0.727) explained the higher effect of all the determinants of brand anthropomorphism on customers' behavior toward the Ofogh Kourosh brand.

Table4-A. t-test

Mean				
Predictors	indifferent customer	Interested customers	t-value	sig
Brand anthropomorphism	22.3061	27.3543	-17.664	0.000
Brand design	19.1796	23.9344	-8.943	0.000
Product Features	12.0766	15.3858	-9.206	0.000
Brand personification	12.6163	15.1444	-7.288	0.000
Self-congruity brand	12.4245	15.5249	-8.398	0.000
Brand advertising	16.2939	19.4541	-6.919	0.000

Table 4-B. Results of Two-Way Logistic Regression Model

Predictor	B	Wald	Df	value p	Exp(B)
Brand anthropomorphism	0.581	149.771	1	0.000	1.788
Stability	-14.101	140.652	1	0.000	0.000

The initial probability of log -2	838.37
Probable model -2log	523.356
X^2	314.681
df	1
p	0.000

Category	5.88% correctly classified
Nagelkerke $R2$	0.535

Table 4-c - Results of Two-Way Logistic Regression Model Using Brand Anthropomorphism Determinants

Predictors	B	Wald	Df	value p	Exp(B)
Brand anthropomorphism	0.265	97.334	1	0.000	1.304
Brand design	0.384	94.896	1	0.000	1.468
Product Features	0.353	82.170	1	0.000	1.424
Brand personification	0.381	86.255	1	0.000	1.463
Self-congruity brand	0.306	82.202	1	0.000	1.359
Brand advertising	-26.318	138.968	1	0.000	0.000

The initial probability of log -2	837.037
Probable model -2log	356.843
X^2	481.194
df	5
p	0.000

Category	5% .88 correctly classified
Nagelkerke $R2$	0.727

Discussion and conclusion:

The main objective of this study was to raise awareness about the effect of brand anthropomorphism on customers' friendly and interesting behavior towards the Ofogh Kourosh brand. To achieve the first goal, five important dimensions of branding (brand design, brand advertising, brand personification, brand self-congruity, and brand product features) were reviewed and confirmed through factor analysis (exploratory factor analysis and financial expert analyst). Then, a structural model was developed using SEM to test the hypotheses. All hypotheses (Hypothesis 1-A-1-E) were related to the relationships of brand anthropomorphism determinants provided significant results with the variance described above (63.9%). The obtained results revealed the dominance of branding dimensions over brand anthropomorphism. The results of this study are in line with the results of prior studies conducted on determinants (brand design, brand advertising, brand characterization, brand self-congruity, and brand product features). Finally, the

LRA results showed a significant effect of brand anthropomorphism on the probability of customers' friendly behavior towards the Ofogh Kourosh brand with the appropriate value of Nagelkerke's R2 (0.535). In addition, to examine the effect of the determinant factors of brand anthropomorphism on the probability of friendly and interested behavior of customers towards the Ofogh Kourosh brand, the value of Nagelkerke's R2 (0.727) showed a higher explanatory power. It explained the effect of all five determinants of brand anthropomorphism in the Logit model for 72.7% of cases to answer the reason of customers' friendly or indifferent behaviors towards the brand.

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