

# Brand Gender and Consumer Brand Equity: The Mediating Role of Consumer Brand Engagement and Brand Love

Elahe Molaei Yeganeh <sup>1</sup>, Orkideh Hamedei <sup>2</sup>, MohammadAmin Torabi<sup>1\*</sup>, Ahmad Molaei Yeganeh <sup>3</sup>, Ehsan Badri<sup>1</sup>

<sup>1</sup> Department of Management, Payame Noor University (PNU), P.O.Box, 19395-4697, Tehran, Iran. <sup>2</sup> Assistant Professor, Department of Management, Payame Noor University(PNU),P.O.Box,19395-4697, Tehran, Iran. <sup>3</sup> Department of Management and Accounting, Islamic Azad University, Qazvin, Iran. <sup>3</sup> Allameh Tabataba'i University, Tehran, Iran.

## Abstract

The purpose of this study was to investigate the effect of gender on brand equity of consumer-based brand with mediating role of consumer brand participation and brand love. In fact, this study seeks to investigate two gender factors of brand personality, namely, femininity and masculinity of beacon on consumer value-based brand value. Gender difference is very important for Bake and Perfume products. Because perfume is a successful brand and has many fans. This fragrance has been used for both sex and age, so it has attracted the attention of many. In this study, 384 perfume customers were selected as a statistical sample from an infinite population. A questionnaire was used to confirm its validity, convergent and divergent validity and face validity were used. Cronbach's alpha and composite reliability coefficients were used for its reliability, respectively. Data analysis was performed using SPSS20 and VISUAL-PLS software. The results showed that brand masculinity (0.116) and brand femininity (0.221) had a significant effect on consumer brand value. Brand masculinity (0.316) and brand femininity (0.594) have significant effects on consumer brand engagement. Brand masculinity (0.396) and brand femininity (0.519) have a significant effect on brand love. Consumer brand involvement has a significant effect on brand love (0.222) and consumer-based brand value (0.884). Brand love has a significant effect on consumer value based brand (0.459). Consumer brand partnerships and brand love play a mediating role in the relationship between gender and consumer brand value.

**Keywords:** Brand Gender, Brand Equity, Brand Engagement, Brand Love, Fragrance Customers

## INTRODUCTION

Nowadays, gender is one of the most important topics of interest to researchers. Brand gender refers to the personality traits associated with masculinity and femininity that are both applicable and appropriate for brands and include two independent and global dimensions, masculine personality traits (MBP) and feminine brand personality traits (FBP). . In recent years, the relevance of brand sex has been well documented in the literature of brand success. Research has shown that positioning a brand as masculine or feminine can lead to customer-to-customer responsiveness <sup>[1]</sup> and ultimately affect consumer-based brand value (CBBE) <sup>[2]</sup>. Brands can influence the feelings of customers. Emotion plays a role in decision making and consumer response and has a profound effect on customer response. Brash and Artz (1999) <sup>[3]</sup> have stated in their research that emotion regulation in the service environment affects perceived value and consumer response <sup>[4]</sup>. There is little research on the impact of gender on consumer brand value. Therefore, one of the aims of the present study is to investigate the impact of gender on consumer brand value. In fact, this study seeks to investigate two gender factors of brand personality, namely, femininity and masculinity of beacon on consumer value-based brand value. Gender difference is very important for the products of Bake and Perfume.

Because perfume is a successful brand and has a lot of fans. This fragrance has been used for both sex and age, so it has attracted the attention of many. In addition, the relationship between brand sexual characteristics and consumer response to the brand in the perfume company has not been tested empirically so far. This research is aimed at investigating the impact of the fragrance brand on its value among brand consumers, in order to close the existing experimental gap in this field. On the other hand, since the focus of this research is Beck's product manufacturing company and its consumer consumers, therefore, examine the role of brand participation (CBE) in the relationship between gender and

**Address for correspondence:** MohammadAmin Torabi, Department of Management, Payame Noor University (PNU), P.O.Box, 19395-4697, Tehran, Iran. E-mail: Torabi628@Gmail.com

This is an open-access article distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 License, which allows others to remix, tweak, and build upon the work noncommercially, as long as the author is credited and the new creations are licensed under the identical terms.

**How to cite this article:** Molaei Yeganeh, E., Hamedei, O., Shahsavandi, M. R., Molaei Yeganeh, A Torabi, M. A. Brand Gender and Consumer Brand Equity: The Mediating Role of Consumer Brand Engagement and Brand Love. Arch Pharma Pract 2020;11(S1):177-85.

consumer-based brand value. Donor is very important <sup>[1]</sup>. Brand alliance or brand partnership is a potential strategy that enables two brands to achieve positive effects by combining their names <sup>[5]</sup>. In fact, CBE is a key concept that is often considered in social media studies <sup>[6, 7]</sup> showed that CBE in social media provides many important opportunities for brand to create value, so they can deliver relevant, timely and engaging content and provide creativity and flexibility. Stimulate new ideas <sup>[7]</sup>. Branding a brand through social media can influence brand evaluation and consumer buying intention, and can lead to significant relationships and create more value for the brand <sup>[8]</sup>. In addition, in social media systems, brand love is seen as a reflection of consumers' emotional responses to the brand and as an important mediator of Berne's value <sup>[9]</sup>. Brand love is a very new and vital concept that has attracted the attention of many marketing experts in recent decades <sup>[10]</sup>. Consecutive studies and research over the past 20 years have proven that the role of brands in creating value, reducing risk and extending business life is undeniable. Brands provide valuable and valuable benefits to customers and companies. Anytime and wherever customers are choosing and deciding between multiple options, brands that have a particular value in mind can play an important role in this process. Perfume is one of the most famous brands that market according to different tastes and gender and is very popular among people. Therefore, the present study is necessary because identifying brand equity affects the characteristics of the fragrance and can greatly assist in marketing and product marketing. Also, by creating brand love and consumer involvement in influencing brand characteristics that play an important role in controlling customers' intellectual direction in brand selection, one can predict their future behavior and ultimately, marketing managers. By taking appropriate action to increase brand equity and provide customer loyalty. One of the factors for selecting the fragrance as the statistical population of this study is the consumers' familiarity with it and their mental involvement when making a purchase decision. In addition, today's competitive market in the perfume industry and the numerous promotions made for various brands, especially foreign brands, have made it more important for the researcher to examine the industry. The lack of empirical research on the subject at hand and the lack of empirical research on the impact of gender on brand equity considering variables such as brand love and consumer engagement have led the researcher to undertake this task. Research. On the other hand, the researcher's interest in the present issue indicates another importance and necessity in this field. Given the importance of the issue and the impact of the mentioned factors on brand value, and the lack of attention of the internal researchers to the subject of the present study as well as their disregard for the Beek brand, the present study aimed to determine the impact of gender on brand value through the mediating role of brand participation and love. To the brand will be done on the fragrance beak. This is a quantitative study and questionnaire will be used to collect data. The data collected will be analyzed by SPSS software and LISREL or PLS.

## LITERATURE AND THEORETICAL FOUNDATIONS

### Brand equity

Brand equity refers to the extraordinary and intrinsic value of a brand. Brand equity is created when customers are willing to pay more for the same level of brand quality because of the brand's name being attractive and heavily affiliated <sup>[11]</sup>.

### Brand gender

Years ago, the idea of creating a brand and promoting it expanded to both sexes, which seemed strange because of the tone of voice, mental imagery, and style of a brand that was previously used to target women. Working out meant being inappropriate for the target group of men. The introduction of feminine and masculine and similar names and trademarks created a desirability for men and women that eliminated the limitations of old fashioned names and trademarks such as empowerment for men and seduction and enchantment for women. <sup>[12]</sup>

### Brand love

Brand love is a reciprocal, dynamic, purposeful relationship between consumers and a brand that has emotional, cognitive, and emotional characteristics <sup>[13]</sup>.

Consumers' love for particular assets or activities has been widely expressed, but theories that consumers feel a love for the brand stem largely from research into the enjoyment, love, and consumption relationships of the brand <sup>[14]</sup>.

### Brand partnership

Brand alliance or brand partnership is a potential strategy that allows two brands to have a positive impact by combining their names. As surveys show, using two brands together gives the customer more confidence in the product. This partnership can give the customer an indication that a new organization has emerged that tends to replace its reputation with customer risk, thereby trying to assure consumer confidence in product quality <sup>[15]</sup>.

### Conceptual model and research hypotheses

Brand gender refers to the personality traits associated with masculinity and femininity that are both applicable and appropriate for brands and include two independent and global dimensions, masculine personality traits (MBP) and feminine brand personality traits (FBP). In recent years, the relevance of brand sex has been well documented in the literature of brand success. Research has shown that positioning a brand as masculine or feminine can lead to customer-to-customer responsiveness <sup>[1]</sup> and ultimately affect consumer-based brand value (CBBE) <sup>[2]</sup>.

Accordingly, the following hypotheses were put forward:

1. Brand masculinity has a significant impact on consumer value-based brand value.
2. Brand femininity has a significant effect on consumer brand value.

Brands can influence the feelings of customers. Emotion plays a role in decision making and consumer response and has a profound effect on customer response. Brash and Artz (1999) have stated in their research that emotion regulation in the service environment affects perceived value and consumer response [4]. Accordingly, the following hypotheses were put forward:

3. Brand masculinity has a significant impact on brand love.
4. Brand femininity has a significant impact on brand love.

There is little research on the impact of gender on consumer brand value. Therefore, one of the aims of the present study is to investigate the impact of gender on consumer brand value. In fact, this study seeks to investigate two gender factors of brand personality, namely, femininity and masculinity of beacon on consumer value-based brand value. Gender difference is very important for the products of Bake and Perfume. Because perfume is a successful brand and has a lot of fans. This fragrance has been used for both sex and age, so it has attracted the attention of many.

On the other hand, as the context of this research is the Beck Product Manufacturing Company and its consumer consumers, so examine the role of brand participation (CBE) in the relationship between gender and consumer-based brand value. Donor is very important [1].

Brand alliance or brand partnership is a potential strategy that enables two brands to achieve positive effects by combining their names [5]. In fact, CBE is a key concept that is often considered in social media studies [6].

Accordingly, the following hypotheses were put forward:

5. Brand masculinity has a significant impact on consumer brand engagement.
6. Brand femininity has a significant impact on consumer brand engagement.
7. Consumer brand partnerships have a significant impact on brand love.
8. Consumer brand partnerships have a significant impact on consumer-brand value.

Branding a brand through social media can influence brand evaluation and consumer buying intention, and can lead to significant relationships and create more value for the brand [8].

Accordingly, the following hypothesis was put forward:

9. Consumer brand involvement plays a mediating role in the relationship between brand gender and consumer-based brand value.

In addition, in social media systems BL is seen as a reflection of consumers' emotional responses to the brand and as an important mediator of Berne's value [9]. Brand love is a very new and vital concept that has attracted the attention of many marketing experts in recent decades [10].

Accordingly, the following hypothesis was put forward:

10. Brand love plays a mediating role in the relationship between brand gender and consumer value-based brand value.

The conceptual model of the research is stated as follows:

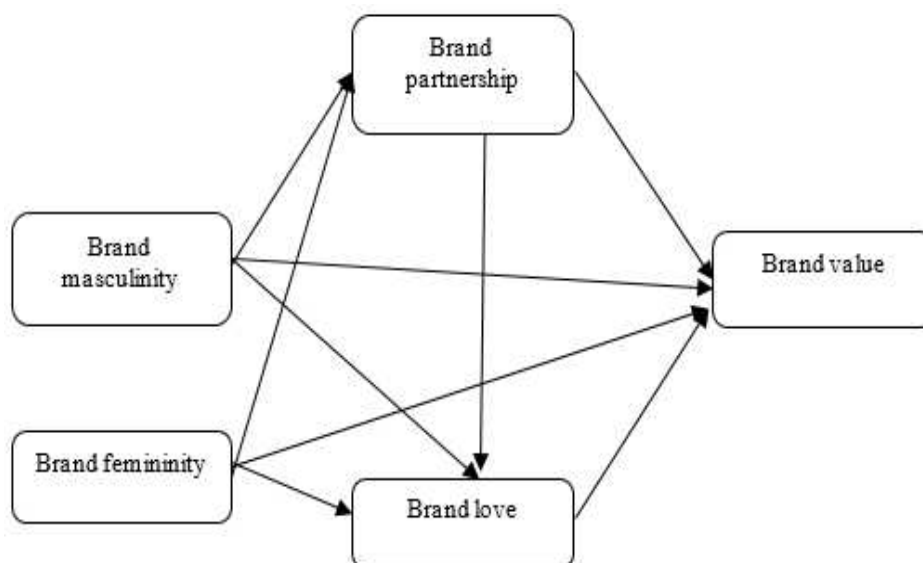


Figure 1 - Conceptual model of research

## METHODOLOGY

The present study is of practical purpose. It is a descriptive-survey method. In this study, the statistical population

includes perfume customers in Tehran. According to Cochran's formula from an unlimited community of perfume customers, 384 individuals were selected as the sample. In

this study, a questionnaire based on Machado et al (2018) questionnaire was used. Brand equity has a dependent role. This variable is measured with 3 items. Brand partnership plays a mediating role. This variable is measured with 3 items. Brand love plays a mediating role. This variable is measured by 5 items. Brand gender has an independent role in this research. The gender of the present study includes the components of masculinity and femininity of the brand. The femininity component is measured by 5 items and the masculinity component is measured by 5 items. In this study reliability was calculated through Cronbach's alpha and composite reliability coefficient. Also, the validity of the questionnaires, as the research questionnaires are standard, has been approved by the supervisor in terms of content and formal validity, and convergent and divergent validity has been used. Structural equation modeling using VISUAL-PLS software was used to test the accuracy of the macro-level theoretical model and to calculate the impact coefficients.

**Table 1.** CA, CR, AVE, personal validity of the research variables

	Brand masculinity	Brand femininity	Brand partnership	Brand love	brand value
Brand masculinity	0.74				
Brand femininity	0.70	0.78			
Brand partnership	0.46	0.43	0.82		

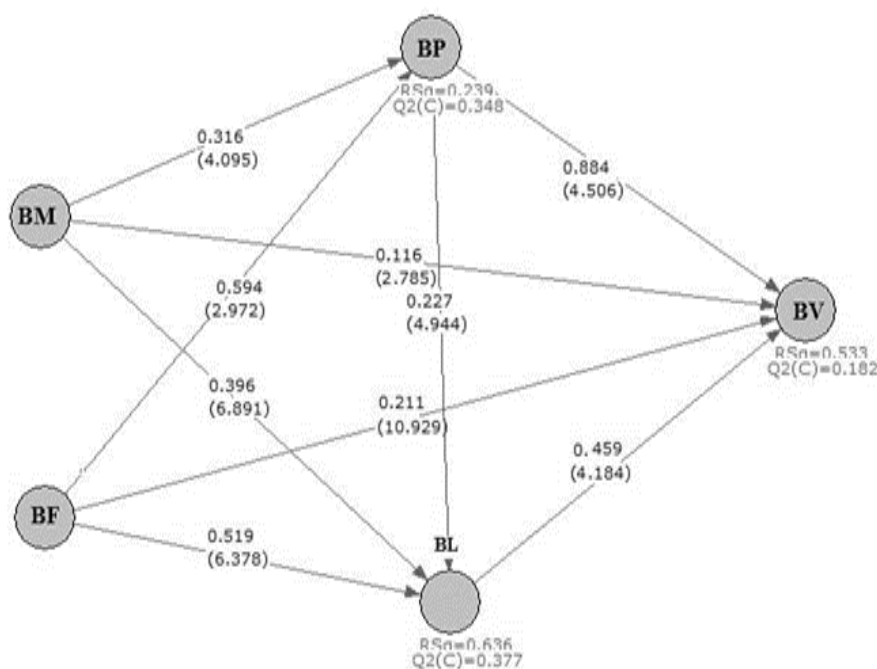
Brand love	0.69	0.69	0.55	0.77	
brand value	0.58	0.71	0.40	0.55	<b>0.76</b>
CA ≥ 5/0	0.79	0.84	0.77	0.83	<b>0.65</b>
CR ≥ 5/0	0.86	0.89	0.86	0.88	<b>0.81</b>
AVE ≥ 5/0	0.56	0.61	0.68	0.60	<b>0.59</b>

### Demographic statistics of the sample

In this study, 201 subjects were female and 183 were male. 164 were under 30 years of age, 78 were in the age range of 40-31, 85 were in the age range of 50-41, and 57 were over the age of 50. 126 people have associate degrees and below, 191 have bachelor's degrees, 67 have master's degrees and above. 131 individuals in the sample sample used or purchased the fragrance for about 5 years and less, 170 subjects used or purchased the fragrance for about 10-10 years. Eighty-eight individuals in the sample sample have used or purchased a fragrance for about 11-20 years. 101 people with a monthly income below 1.5 million, 130 people with a monthly income between 1.5 and 2.5 million and 83 people with a monthly income between 2.5 and 2.5 3.5 million and monthly income 70 The study population has a monthly income above 3.5 million.

### Inferential statistics: A review of research hypotheses

Model (1) is the output model of VISUAL-PLS software. This model is used to investigate research hypotheses.



**Figure 2.** Software Output Model for Investigating Research Hypotheses

### Investigating research hypotheses

**Table 2.** Structural Equation Analysis Results: Hypotheses 1-9

Hypothesis	independent variable	The dependent variable	T-VALUE	Standard coefficient	Result
1	Brand masculinity	brand value	2.789	0.116	<b>Confirmation</b>
2	Being feminine	brand value	10.929	0.211	<b>Confirmation</b>
3	Being masculine	Brand partnership	4.095	0.316	<b>Confirmation</b>
4	Being feminine	Brand partnership	2.972	0.594	<b>Confirmation</b>
5	Brand masculinity	Brand love	6.891	0.396	<b>Confirmation</b>
6	Being feminine	Brand love	6.378	0.519	<b>Confirmation</b>
7	Brand partnership	Brand love	4.944	0.227	<b>Confirmation</b>
8	Brand partnership	brand value	4.506	0.884	<b>Confirmation</b>
9	Brand love	brand value	4.184	0.459	<b>Confirmation</b>

**Table 3.** Examine hypothesis 10

**Investigating the hypothesis of no mediator variable of brand participation**

Result	independent variable	The dependent variable	Standard coefficient	T-VALUE	Hypothesis 10
Confirmation	Brand masculinity	brand value	0.116	2.785	

The direct effect of brand masculinity on brand value: 0.116

**Investigating the hypothesis with the mediator variable of brand participation**

Result	independent variable	The dependent variable	Standard coefficient	T-VALUE	Hypothesis 10
Confirmation	Brand masculinity	Brand partnership	0.316	4.095	
Confirmation	Brand partnership	brand value	0.884	4.506	

The indirect impact of brand masculinity on brand value through brand partnerships:  
 $0.279 = 0.884 * 0.316$

**Table 4.** Examine hypothesis 10

**Investigating the hypothesis of no mediator variable of brand participation**

Result	independent variable	The dependent variable	Standard coefficient	T-VALUE	Hypothesis 10
Confirmation	Brand femininity	brand value	0.211	10.929	

The direct impact of brand femininity on brand value: 0.221

**Investigating the hypothesis with the mediator variable of brand participation**

Result	independent variable	The dependent variable	Standard coefficient	T-VALUE	Hypothesis 10
Confirmation	Brand femininity	Brand partnership	0.594	2.972	
Confirmation	Brand partnership	brand value	0.884	4.506	

The indirect impact of brand femininity on brand value through brand partnerships:  
 $= 0.525 * 0.884 * 0.594$

**Table 5.** Examine hypothesis 11

**Investigating the hypothesis without the mediator variable of brand love**

Result	independent variable	The dependent variable	Standard coefficient	T-VALUE	Hypothesis 11
Confirmation	Brand masculinity	brand value	0.116	2.785	

The direct effect of brand masculinity on brand value: 0.116

**Investigating the hypothesis with the mediator variable of brand love**

Result	independent variable	The dependent variable	Standard coefficient	T-VALUE	Hypothesis 11
Confirmation	Brand masculinity	brand Love	0.396	6.891	
Confirmation	brand Love	brand value	0.459	4.184	

The indirect impact of brand masculinity on brand value through brand love:  
 $0.181 = 0.495 * 0.396$

**Table 6.** Examine hypothesis 11

Investigating the hypothesis of no brand mediator variable love					
Result	independent variable	The dependent variable	Standard coefficient	T-VALUE	Hypothesis 11
Confirmation	Brand femininity	brand value	0.211	10.929	
The direct impact of brand femininity on brand value: 0.221					
Investigating the hypothesis with the mediator variable of brand love					
Result	independent variable	The dependent variable	Standard coefficient	T-VALUE	Hypothesis 11
Confirmation	Brand femininity	brand Love	0.519	6.378	
Confirmation	brand Love	brand value	0.459	4.184	
The indirect impact of brand femininity on brand value through brand love: 0.238 = 0.459 * 0.519					

**Model evaluation at structural level**

The coefficient of determination R2 measures the relationship between the amount of variance described by a latent variable and its total amount of variance. The value of this coefficient also varies from 0 to 1, with larger, more desirable values. China (1988) estimates values close to 0.67, as close to 0.33 as normal, and as poor as 0.90.

Q2 is an index of cross-validation of subscription validity or validity. Positive numbers indicate the good quality of the model. "Q2 is an acronym for the Q2 predictive equation, which is evaluated using the prospecting method. Q2 values above zero indicate that the observed values are well reconstructed. And that the model has predictive relationships, but Q2 values below zero indicate the absence of predictive relationships [16].

**Table 7.** R2 and Q2 values in the model

Q <sup>2</sup>	R <sup>2</sup>
0.384	<b>0.239</b>
0.182	<b>0.523</b>
0.377	<b>0.636</b>

According to Table (7), the values obtained from the software output model confirm the appropriate values of R2 and Q2.

According to Tennenhaus et al. (2005) GOF index in PLS model is a practical solution to this problem of general model fit and acts as covariance index in covariance based

methods and can be used to validate or validate PLS model [17]. Kelly used. The index also acts as the LISREL model fit indices, ranging from zero to one, with values close to a good quality indicator of the model [18]. It should be noted, however, that, like the X-based indices in LISREL models, this index does not examine the degree of fit of the theoretical model to the data collected. Rather, it examines the general prediction ability of the model and whether the tested model has been successful in predicting endogenous variables at present.

$$R2 \text{ mean} = (0.239 + 0.533 + 0.636) / 3 = 0.469$$

$$Q2 \text{ Mean} = (0.348 + 0.182 + 0.377) / 3 = 0.302$$

$$GOF = \sqrt{0.302 * 0.469} = 0.376$$

The GOF value is 0.376, which indicates a strong overall fit to the three values of 0.01, 0.25, 0.36, which are presented as weak, medium and strong values for GOF.

**DISCUSSION AND CONCLUSION**

Fragrance is an important product feature. Many years ago the idea of creating a brand name and brand was expanded from one gender to the other, which seemed strange because of the tone of voice, mental imagery, color and style of a brand name. Previously used for the target group of women meant that it was inappropriate for the target group of men. In this study, the feminine and masculine characteristics of the brand were mentioned and these characteristics were examined by a sample of attention. The results of the study indicate that masculine components are effective in creating value for the brand. According to the partial least squares modeling result, the T-VALUE between the two variables being brand masculinity and consumer-based brand value is 2.785 and greater than 1.96. So being a masculine brand has a positive and significant effect on consumer value based brand, the effect is 0.116. The fragrance's brand name was completely different to their target audience. The introduction of feminine and masculine brand names with similar names for men and women created the desirability of eliminating the limitations of old fashioned names and trademarks, such as the power of men and the charm of women. win. Therefore, the results of this study showed that the presentation of gender-specific products increased brand desirability in customers and increased brand value. According to the partial least squares modeling result, the T-VALUE between the two variables of brand femininity and consumer-based brand value is 10.929 and greater than 1.96. After all, being a feminine brand has a positive and significant effect on consumer value-based brand value, which is 0.21.

If you consider each brand as a separate product owner with the brand, the consumer may understand the presence of two influential agents. But if the consumer gives more weight to one of the brands as the owner, the brand may be seen as the main influencer. With this recognition, the consumer may

focus on the efforts of the original owner instead of both brands. On the other hand, when consumers are affected by a product with a shared brand, it may initially only use information to conceptualize the message. This information is the name of the product and the knowledge that consumers have of common brands. In other words, the consumer determines which brands are considered to be in the lead role and which brands are considered as partners. With this in mind, consumers may determine the role of each brand as the main brand or partner brand by adopting a search process and determine the ownership of the product according to the role they play for each brand. They shake hands. In this respect, the consumer may first consider the similarity between the two brands and the product class with the same brand. Overall, it can be said that brand partnerships can provide customers with insights into new product offerings, previous product development. The results of this study showed that male and female components are affected. According to the partial least squares modeling result, the T-VALUE between the two variables of brand masculinity and brand participation was 4.95 and greater than 1.96. So being a masculine brand has a positive and significant effect on brand participation, with an effect of 0.316.

Branding a brand in different ways can influence brand valuation and consumer buying intentions and can lead to significant relationships and create more value for the brand. According to the results of the present study, one of these factors affecting the participation of brand Beck is the feminine components of the brand. According to the partial least squares modeling result, the T-VALUE between the two variables of brand femininity and brand participation was 2.972 and greater than 1.96. After all, being a feminine brand has a positive and significant effect on brand engagement, with an effect of 0.559. Brand love is a mutually beneficial, dynamic and purposeful relationship between consumers and a brand that has emotional, cognitive and emotional characteristics. Consumers' love for particular assets or activities has been widely expressed, but theories that consumers have a love for the brand stem largely from research into the enjoyment, love, and consumption relationships of the brand. As a result, the Beck's gender segregation has increased the brand's popularity and love for the brand. According to the partial least squares modeling result, the T-VALUE between the two variables of brand masculinity and brand love is 6.891 and greater than 1.96. So being a masculine brand has a positive and significant effect on brand love, with an effect of 0.396.

A love token is created when a brand is irreplaceable but attractive and strong, emphasizing emotional branding and that consumer sentiment needs to be satisfied in order for the consumer to love the brand. According to the results of the present study, it was found that feminine components of fragrance have an impact on brand love and these components have increased brand love. According to the partial least squares modeling result, the T-VALUE between

the two variables of brand femininity and brand love is 6.378 and greater than 1.96. So being a feminine brand has a positive and significant effect on brand love, with an effect of 0.519. Brand partnership is a potential strategy that allows two brands to have a positive impact by combining their names. As surveys show, using two brands together gives the customer more confidence in the product. This partnership can give the customer an indication that a new organization has emerged that tends to replace its reputation with customer risk, thereby trying to assure consumer confidence in product quality. The results showed that brand engagement increases brand love. This means that the various products of Beck make customers feel good about the brand and increase brand popularity in the minds of customers. According to the partial least squares modeling result, the T-VALUE between the two variables of brand engagement and brand love is 4.944 and greater than 1.96. Therefore, brand engagement has a positive and significant effect on brand love, with an effect of 0.222. Research on brand partnerships shows some interesting things from a customer perspective, including research showing that brands that have a level of value equality share the benefits of hybrid branding. Brands that have lower value levels are more profitable than their higher value partner, and partners with more market power can derive greater operational benefits from their hybrid branding strategies. The results show that brand partnerships influence brand value. According to the partial least squares modeling result, the T-VALUE between the two variables of brand participation and brand value is 4.506 and greater than 1.96. Therefore, brand engagement has a positive and significant effect on brand value, with an effect of 0.884. Given that consumer behavior is the behavior that manifests itself before, during, and after purchasing a product or service, it is a key factor in predicting and sustaining consumer behavior. Services that are intended to be purchased or used and have the attitude of being inactive or in favor or disagreeing with a stimulus. In fact, the stimuli are the emotional feelings that people have about the phenomena. When a consumer becomes emotionally attached to a brand, they are more likely to be satisfied with that brand, which in turn provides the basis for more dependencies. In this way, love for the brand is influenced by factors such as brand attitude and satisfaction. When the attitude towards the brand is favorable, it creates a feeling of satisfaction and this feeling of satisfaction and positive attitude towards the brand increases the value of the brand. According to the partial least squares modeling result, the T-VALUE between the two variables of brand love and brand value is 4.184 and greater than 1.96. So love of brand and brand value has a positive and significant effect, the effect is 0.459. In Machado *et al.*'s (2018) research, Meizen found this effect to be 0.222.

To examine the impact of brand masculinity on brand value through participation, the influence of brand masculinity on brand participation and brand participation on brand value is used. As such, being a masculine brand affects brand value through brand partnerships. According to the obtained significant coefficient of coefficient (4.095) brand

masculinity has positive and significant effect on brand participation which has standard coefficient of 0.316 and also with regard to coefficient of coefficient obtained (0.506). 4) It can be concluded that brand engagement has a positive and significant effect on brand value and this effect is 0.884. The effect of brand masculinity on brand value is obtained through brand participation by multiplying the standard coefficient of brand masculinity on brand participation (0.316) and brand participation on brand value (0.884). The standard coefficient on the indirect effect of brand masculinity on brand value through brand partnership is 0.2279. The direct impact size is 0.116. The impact of femininity on brand participation and brand participation on brand value is also used to examine the impact of brand femininity on brand value. Thus, brand femininity influences brand value through brand partnerships. According to the obtained significant coefficient (2.972) of brand being feminine has a positive and significant effect on brand participation which has standard coefficient of 0.594 and also with regard to the obtained coefficient of significant (0.506). 4) It can be concluded that brand participation has a positive and significant effect on brand value and this effect is 0.884. Influence of brand femininity on brand value is obtained through brand participation by multiplying the standard coefficient of brand femininity on brand participation (0.594) and brand participation on brand value (0.884). The standard coefficient for the indirect effect of brand femininity on brand value through brand partnership is 0.525. The direct impact size is 0.221.

To examine the influence of brand masculinity on brand value through brand love, the influence of brand masculinity on brand love and brand love on brand value is used. As such, being a masculine brand affects brand value through brand love. According to the obtained significant coefficient (6.891) of brand being masculine has a positive and significant effect on brand love which has standard coefficient of 0.396 and also according to the obtained coefficient of significance (184) (4) It can be concluded that brand love has a positive and significant effect on brand value and this effect is 0.459. The effect of brand masculinity on brand value is obtained through brand love by using the standard coefficient of brand masculinity on brand love (0.396) and brand love on brand value (0.459). The standard deviation of the indirect effect of brand masculinity on brand value through brand love is 0.181. The direct impact size is 0.116. The effect of brand femininity on brand love and brand love on brand value are also used to examine the influence of brand femininity on brand value through brand love. In this way, brand femininity influences brand value through brand love. According to the obtained significant coefficient (6.378) of brand being feminine has a positive and significant effect on brand love which has standard coefficient of 0.519 and also according to the obtained coefficient of significance (184) (4) It can be concluded that brand love has a positive and significant effect on brand value and this effect is 0.459. Influence of brand femininity on brand value is obtained through brand love by multiplying the standard coefficient of brand

femininity on brand love (0.519) and brand love on brand value (0.459). The standard coefficient for the indirect effect of brand femininity on brand value through brand love is 0.223. The direct impact size is 0.221. In Machado *et al.*'s (2018) Meizen study, this effect is 0.055.

According to the first and second hypotheses, managers and sales managers of Beck are recommended to establish advertising offices for online advertising to promote brand value despite gender and gender differences in men's and women's preferences. Take action and do so by surveying the cyberspace and gaining the opinion of the majority of people who are familiar with the brand and users of the brand, to improve brand value. According to the third and fourth hypothesis, it is suggested that the managers of Beck should increase the gap between the two sexes and expand their brand, increase the scope of their activity and sell their other products in the domains. That can be of value for the different gender groups of the brand to think, promote and enhance brand performance and value. Based on the fifth and sixth hypotheses regarding the positive impact of brand gender on brand love, it is suggested that in order to drive more sales and gain more profit, the company should focus on all marketing activities and programs. -That will lead to affecting the love and interest of the consumers of the brand. It is also suggested that a gender-specific personality of the existing brand should be established in the minds of the customers over time. . Based on the seventh hypothesis, it is suggested that, given the different products of Beck Company, the company will strive to increase its interest in current customers by offering new products as well as improving the quality of its other products. Through its different products to attract new customers for all its products.

Based on the eighth hypothesis, it is suggested that due to the importance of brand value, especially in companies with different products, managers should focus on preparing their own long-term brand strategies, thereby positively influencing different products. Use each other to increase brand value. Because an inappropriate image of a company product in the minds of customers may also negatively affect other products of the company. According to the ninth hypothesis, since knowing the customer's emotions and emotions and responding appropriately to them (fading emotion marketing) can be a good basis for increasing interest, arousing the brand and enhancing customer love for the brand, so it is suggested While marketing can take the necessary steps to identify more specific and personalized customers' interests, tastes and opinions, this can have deeper and larger impacts on the customer. Understanding the customer's desires, wishes, ideals and dreams is fulfilling and fulfilling her dreamy moments, filled with excitement and remembrance for her and can go so far as to make the customer feel they belong to the brand and be one with her. Be. This can increase brand value for customers. According to the tenth hypothesis, with the aim of enhancing brand value to the advantage of the consumer and company Beck and increasing name and trademark (brands) and making it



difficult for customers to choose, a suitable promotion tool is chosen. It can lead to long-term consumer demand considering gender bias and increase profitability for retailers and marketers. According to the results of the fragrance product research, the most appropriate means to increase brand value for marketers and sellers of Ashanti are different fragrances of Bake perfume or even other Bake perfume products. Also, providing customers with in-store purchases will help them become familiar with the brand and the different products under the brand name and bring about increased brand value. According to the eleventh hypothesis, marketing managers are suggested to pay more attention to the characteristics and dimensions of brand love. Brand love varies by gender among users of the brand in terms of personality differences. Therefore, with greater attention to the impact of the characteristics and dimensions of brand love, brand love will increase in consumers with gender and personality differences and brand love will increase. Creating such a relationship with consumers creates an unmatched competitive advantage for the brand and increases brand value. Future researchers are suggested to examine the present study in other communities and compare the results with those obtained from the present study in order to gain an understanding of the subject under investigation. It is suggested that the subject of the present study be investigated by future researchers with qualitative research methods in order to supplement the results of the present research by removing the problems related to the quantitative research method.

Conducting research in the human field always faces limitations that are inevitable due to the nature of scientific research. One of the major obstacles observed during the distribution and collection of questionnaires was the refusal of some to complete the questionnaires. However, many of these people cited lack of time as a reason for not cooperating. Another limitation relates to the information obtained by the questionnaire, which due to the limitations that this data collection method faces, the accuracy and reliability of the information depends on the accuracy of the respondents' statistical responses. Respondents may therefore have self-censorship or answer questions that they think may be relevant to the questionnaire, so responses may be biased. Because this research has been conducted in a small section of a large statistical population, it is not easy to generalize the results to similar sections and devices and should be cautious. The limitation on the measuring instrument is the limitation on the response method that creates a tendency to moderate response in the respondents. Long research time; case studies are often time consuming and sometimes lead to huge amounts of data, which is very difficult to summarize. Therefore, efforts should be made to remove as many obstacles as possible so that they can be reached more quickly.

## REFERENCES

- Machado JC, Vacas-de-Carvalho L, Azar SL, André AR, dos Santos BP. Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love. *Journal of Business Research*. 2019 Mar 1;96:376-85.
- Lieven T, Hildebrand C. The impact of brand gender on brand equity. *International Marketing Review*. 2016 Apr 11.
- Brush TH, Artz KW. Toward a contingent resource-based theory: the impact of information asymmetry on the value of capabilities in veterinary medicine. *Strategic Management Journal*. 1999 Mar;20(3):223-50.
- Kafashpour, Azar-H., Ata'ala-Fatemi, S. Z. The Role of Customer-Based Brand Value in the Impact of Advertising on Consumer Response, *Marketing Management Research Quarterly*, 2014; 6 (12): 147-148.
- Shah Tahmasebi, I., Karimian, M. Investigating Customer Attitude toward the Goals and Dimensions of Brand Participation, *Business Management Framework*, 2013; 16: 167-184.
- Simon F, Tossan V. Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. *Journal of Business Research*. 2018 Apr 1;85:175-84.
- Azar SL, Machado JC, Vacas-de-Carvalho L, Mendes A. Motivations to interact with brands on Facebook—Towards a typology of consumer–brand interactions. *Journal of Brand Management*. 2016 Mar 1;23(2):153-78. <https://doi.org/10.1057/bm.2016.3>
- Algesheimer R, Dholakia UM, Herrmann A. The social influence of brand community: Evidence from European car clubs. *Journal of marketing*. 2005 Jul;69(3):19-34.
- Vernuccio M, Pagani M, Barbarossa C, Pastore A. Antecedents of brand love in online network-based communities. A social identity perspective. *Journal of Product & Brand Management*. 2015 Nov 16, 24(7), 706–719.
- Rahimnia, F., Haddadian, A., Drewger, I. The impact of brand love on intention to buy through brand loyalty, the 7th International Conference on Management and Accounting and the 4th International Conference on Entrepreneurship and Open Innovation, 2016.
- Karimi Alavijeh, MR Designing and Explaining the Model of Customer-Based Brand Equity Relationship Based on Brand Performance in the Market (Case Study: Tehran Dairy Market), Shahid Beheshti University of Commerce, 2011; 4 (16-16): 76-52.
- Sadeghi, Toraj-Lashkari, M., Ghaem Maghami Tabrizi, Kh. Investigating the Effect of Emotion and Perception on Brand Name in the Purchase of Men's and Men's Fragrances, *Journal of Marketing Management*, 2011; 6 (11): 115-142.
- Jun PA, Tat KH, Siqing PE. Effects of advertising strategy on consumer-brand relationships: A brand love perspective. *Frontiers of Business Research in China*. 2009 Jan 1;3(4):599-620.
- Taghavii Fard, N Amir Shahi, M, A Yazdani, H, Mohammadian, M. Testing Brand Love Among Social Networking Members in Iran Based on Albert et al., *Journal of Brand Management*, 2014; 1 (2), 11-22.
- Jonse, S. A. Whose Cobrand Is It Anyway? Exploring Cnsumer Interpretations of Brand Alliance. (Unpublished dissertation).Oregon University, USA, 2014.
- Chin, w. w. Issues and opinion in structural equation modelling. *MIS Quartely*, 1998; 22(1): vii-xvi.
- Tenenhaus M, Vinzi VE, Chatelin YM, Lauro C. PLS path modeling. *Computational statistics & data analysis*. 2005 Jan 1;48(1):159-205.
- Ringle CM. Segmentation for path models and unobserved heterogeneity: The finite mixture partial least squares approach. University of Hamburg research paper on marketing and retailing. 2006 Nov(35).

- Machado JC, Vacas-de-Carvalho L, Azar SL, André AR, dos Santos BP. Brand gender and consumer-based brand equity on