Perception and Desired Brand Personality in Organizations that Internationalize Services:
The Case of the Colombian Business Environment

Campo Elías López-Rodríguez[1], Gerson Jaquin Cristancho-Triana[2],
Jenny Liliana Amaya-Téllez[3].

Abstract:

Purpose: The main aim of this research is to study the desired brand perception and how are the dimensions and features of the brand personality model associated in companies that internationalize services in the city of Bogotá, Colombia.

Design/Methodology/Approach: We explored the desired brand perception from the semantic networks technique and associated the features in the brand personality model proposed by Aaker with size and time on the market for the organizations that internationalize services through Pearson's correlation coefficients and Spearman's Rho.

Findings: Results allowed to acknowledge how the experience, service, reliability, quality and innovation are the most relevant distinct aspects that the entrepreneurs want their customers to relate to their brand.

Practical Implications: No associations were found between the size or the time in the market of these studied companies with the dimensions of brand personality proposed by Aaker.

Originality/Value: Original research.

Keywords: Brand personality, brand perception, desired value, branding, internationalization.

JEL Classifications: M14, M31, M37, M39.

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[1]*Universidad ECCI, Bogotá, Colombia, ORCID: 0000-0003-4061-2979,*
e-mail: clopezr@ecci.edu.co
[2]*Universidad ECCI, Bogotá, Colombia, ORCID: 0000-0002-2009-6893,*
e-mail: gcristanchot@ecci.edu.co
[3]*Fundación Universitaria Konrad Lorenz, Bogotá, Colombia,*
ORCID: 0000-0002-9673-3510, e-mail: jennyl.amayat@konradlorenz.edu.co

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1. Introduction

Brand has an essential transcendental role in the relationship between customers and organizations, which is to generate functional, symbolic bonds and especially emotional bonds that transcend the trading transactions for lasting and profitable relationships in benefit of the companies (Pecot, Valette-Florence and De Barnier, 2019). Thus, generating trust from price, quality, service, preference, perception or another value proposition for the buying decision (Blackett and Harrison, 2001), and thereby preventing any resistance from the consumer towards the brand is presented through opposition manifestations by factors linked to brand-related corporate behaviors (Mencarelli, Chaney and Pulh, 2020).

Optimum brand management implies developing process in equity, awareness, acknowledgement and loyalty, elements raised by Aaker (1996) where qualities and responsibilities linked to the name and symbols from a brand, their strength and familiarity in the consumer's mind, and the buying decision must have an international role. Concepts associated to the brand sustain a symbolic and emotional posture for the market, due to the fact that several consumers may bestow personality traits from their perception to the brands value proposition (Sung and Kim, 2010). However, cultural environments for international markets can be heterogeneous with respect to the conception of brand personality, being an aspect considered by entrepreneurs when they tackle on internationalization, especially when said concept is considered as a *"set of human characteristics attributes associated and attributed to the brand"* (Aaker, 1997, p. 347).

For Wright, Millman and Martin (2007) business internationalization appears as a response to the need to extend the products' lifecycle from an organization in new external markets, allowing to diversify the financial risk, so as not to depend solely on domestic markets, that usually are submitted to the competition's progressive growth. For this reason, organizations should visualize international markets when the local market is saturating, this to ensure their continuous growth (Abou Aish, Ennew and McKechnie, 2003). Therefore, high local competitivity indexes have generated a stagnation in the products' lifecycle in terms of sales, utilities and rentabilities, encouraging the organizations to raise their market share in international scenarios, turning the brand in a fundamental tool for the commercial success in these new contexts (Kotler and Keller, 2009).

Services commercialization has become one of the most relevant activities globally, not only in developed economies, but also in emerging and developing countries (López-Rodríguez, Mora, Ramírez and Rodríguez, 2020). This activity is part of a key sector in the economy due to their leading role in the countries' Gross Domestic Product as well as in the job creation worldwide (Dawson, 1994), and in regard to this, Colombia as a Latin-American relevant economy is a protagonist by having a service participation in 64% of their total production, and employing in said sector the 65% of active labor force (López-Rodríguez, Ligarreto and Lombana, 2019).

Given the above, is pertinent to note how from Aaker's (1997) brand personality model some features are perceived by part of those responsible for marketing activities in companies that internationalize services in Bogotá, Colombia particularly from the branding management developed by brand or marketing managers, and even more considering that the companies in internationalization processes assume the risk that their export offer does not suit the foreign market, where is convenient to search strategies that allow to compete and know the consumers' processes and preferences in potential countries (Wright *et al.,* 2007), as well as an acceptance of what the brand intends to convey from their personality dimensions and features.

Studies on brand personality can have two perspectives; on one side, from the brand personality perceived by consumers in an organization, and on the other side, from the brand personality desired by themselves (Sung and Kim, 2010). Therefore, this research proposes the following problem formulation: What is the desired perception and how are the dimensions and features of the brand personality model associated in companies that internationalize services in the city of Bogotá, Colombia? For this, is relevant to comprehend the main models that frame the concept of brand perception and personality as strategic activities in organizations, to know the distinct aspects that entrepreneurs want their customers to relate to their brand and, finally, associate the dimensions and features from the brand personality model to the size and time on market for the companies that internationalize services in Bogotá, Colombia.

2. Theoretical Background

2.1 Brand Perception and Desired Value

From the context of consumer's behavior, there is a previous cognitive process that affects the consumption motivations (Marsden and Littler, 1998) and decisions, in that sense, this primary process corresponds to perception. On a conceptual level, perceptions is developed from basic psychology, which is generated when an individual interprets the world through stimuli received by the senses (Cristancho, Cancino, Palacios and Manjarrez, 2019) and has been appropriated to the context of consumption (Luchs, Phipps and Hill, 2015).

Marsden and Littler (1998) describe perception as a mental activity that integrates exposition, attention, comprehension and retention as trigger elements in a consumption situation. Consumers are exposed either intentionally or accidentally to stimuli that, in the context of marketing, refer to the information generated by the organizations based in their communication actions (Mencarelli *et al.,* 2020), as well as the intrinsic aspects for a given brand or product, denominated as attributes, which produce feelings in the consumer (Luchs *et al.,* 2015), these being the aspects that said consumer identifies as relevant and symbolic for a given brand (Kotler and Keller, 2009).

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The consumer does not have the possibility to select which stimuli they want to be exposed to however, the attention process enables the consumers the ability to focus in a stimulus that gives them the relevant information to solve a buying problem (Marsden and Littler, 1998). The comprehension is the interpretation, namely the capacity to organize the information and get an idea out of it, where interfere elements such as the context of the situation, motivation and consumers' expectations regarding a specific need (Shiffman and Kanuk, 2010). The consumer can also subconsciously omit stimuli, this when some are considered as threatening ergo, the perception probability is reduced to the minimum (Denegri-Knott and Molesworth, 2013). Nevertheless, only those stimuli that manage to get the consumers' attention are the ones that allow an interpretation, namely, to offer a meaning based in their own set of beliefs (Luchs *et al.,* 2015).

From this perspective, perception eases understanding information for the consumer (Peter and Olson, 2010) based on their consumption reality, in consequence of the image transmitted by an organization towards the environment, where the consumer obtains an image (Shiffman and Kanuk, 2010) perceived enough to influence a future buying situation (Marsden and Littler, 1998).

The value in the marketing context is associated with the relationship between price and quality (Zeithaml and Zeithaml, 1984), customer satisfaction (Parasuraman and Grewal, 2000) and in other cases oriented towards loyalty (McDougall and Levesque, 2000). Although, Kotler and Keller (2009) abord a new conception of marketing centered in value transfer between the consumer and the organization, going from the emotional and functional to a connection oriented in collaboration and wellbeing. Then, the organization's value is transferred to the consumer and this in turn transfers value in terms of loyalty to the offer (Shiffman and Kanuk, 2010).

Gallarza and Gil (2006) make a reflection that approaches the concept of value from a subjective point of view, as a way in which the consumer perceives a product's traits through experimentation (Denegri-Knott and Molesworth, 2013), from the bidirectional as a perception between positive and negative, and as a global evaluation that broadens the effect of the relationship between price and quality (Zeithaml and Zeithaml, 1984). The perceived value generates positive influence on the satisfaction and favors loyalty taking as a referent aspects from emotional and social points (Luchs *et al.,* 2015). Therefore, the perceived value must be seen as a judgement that contains a multidimensionality (Sweeney and Soutar, 2001) that consistently affects the consumer's buying decision (Swait and Sweeney, 2000) and eases the effect of loyalty towards the brand (Helme-Guizon and Magnoni, 2019).

The desired value in the consumer refers to which they want to receive from the products they intend to consume (Denegri-Knott and Molesworth, 2013), i.e., a benefit pursued in advance, based on desires and expectations. Desires are defined as traits and benefits the consumer believes a product has and will satisfy in a higher

level, expectations are formed in reference to perception they have on the product as a result of a previous communication action (Spreng and Mackoy, 1996).

Changes in desired value can be produced by aspects related to product's performance, buying situation, moments of truth, service and number of competitors that offer similar products (Shiffman and Kanuk, 2010), and can affect generation of future expectations and thus the desired satisfaction, given that the desire's fulfillment provides a higher state of satisfaction (Spreng and Mackoy, 1996). These changes make the organizations in a continuous state of search for satisfaction (Denegri-Knott and Molesworth, 2013). Under this perspective, desired value is presented as a process previous to consumption and perceived value during or after this. Nevertheless, desire also can be seen as an aspirational component to reaching a goal or will of how it wants to be seen if proposed from an organizational point of view (Chen and Quester, 2015).

2.2 Brand Personality

Branding has greater responsibilities than to highlight the functional characteristics for products and brands, it pretends to materialize the business desire to leave corporate and product anonymity (Ivens and Valta, 2012) and with the development of commercial relationships and globalization, the brand has been associated with quality and trust offered by entrepreneurs (Geuens, Weijters and De Wulf, 2009). Hence, the managers direct their branding efforts to create brands with their own identity and the ability to position and distinguish themselves in the mind of the consumer (Devlin, 2003), especially when the brand is the identity of a service, and therefore differentiates them from the rest offered in the market (López-Rodríguez, Acosta-Molina, Páez-León, Sarmiento-Páez and Tafur-Serrano, 2018).

Frequently, customers make consumption decisions based not only in their immediate needs, but in long term criteria, such as the building of own image (Hanna and Rowley, 2019). Hence, Azoulay and Kapferer (2003) claim that *"the consumers choose brands the same way they choose their social circle of friendships"* independently of the product's dimensions in generic, real and augmented terms (Kotler and Keller, 2009). From this point of view, brands exist because they offer value to the consumers by emotionally associating themselves to said brands, by observing and assuming them as a person (Sung and Kim, 2010), making room in academy and marketing management to the concept of brand personality.

This concept was described by Aaker (1997) as the set of human characteristics or features that the consumers attribute to or associate to a brand, hence the fact that currently diverse symbolic and emotional meanings are structuring more each time the brand positioning in market (Rojas-Mendez, Erunchen and Silva, 2004). Brand personality had their epistemological genesis in the XXth century where studies started on emotionality generated by brands (Landon, 1974), and hence Sackmann

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(1989) highlights the use of metaphors as a tool for the analysis of consumption trends as a function of a brand through prolonged descriptive explanations, and so Crask and Laskey (1990) proposed the personality concept as a pillar for brand studies. In Table 1 we relate diverse conceptual positions on brand personality.

Table 1. *Definitions for the brand personality concept*

Author	Brand Personality definition
Keller (1993)	Comprehends the attributes the brand assumes from diverse perceptions from customers imperatively influencing on the brand's value.
Aaker (1997)	Is the set of human features attributed to a brand.
Azoulay and Kapferer (2003)	Is the unique set of human personality features applicable and relevant to brands.
Freling and Forbes (2005).	Is an important element of brand image, since can be a relevant differentiation factor.
Ivens and Valta (2012)	Is the relationship of the existent contact, direct or indirect, between consumer and brands.
Kum, Bergkvist, Lee, and Leong (2012)	Represents a symbolic function and with the capacity to generate a self-expression for the individual.
Hanna and Rowley (2019)	Is an important element for brand image, since it can be a relevant differentiation factor, especially for the products that are currently in their lifecycle in the market.

Source: *Authors' own research.*

Brands and their associated personalities are derived from differentiate the power from their relative relevance in the setup of self-images and concepts from the consumers (Hanna and Rowley, 2019). Therefore, for Ivens and Valta (2012) brand personality has acquired relevance in marketing research and administration, from the understanding of consumption trends, becoming a main differentiation factor. Thus, it has been suggested that the personality is a relevant asset for managing the corporate brand equity (Kum *et al.,* 2012).
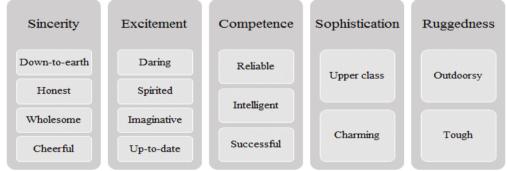
Brand equity studies in the service sector conducted by Berry (2000) remark that in branding for tangible assets the product represents the main brand but on the contraire view, from service commercialization is the company which represents the main brand. Likewise, De Chernatony and Segal-Horn, (2003) determined that brands for companies that commercialize tangible assets are much more valued by the market than the ones that do it from the services perspective.

Saavedra, San Martín and Torres (2004) claim that the markets are emotionally associated to the brands and think of them as human beings, granting them personality features, either by similarity ("this brand resembles me") or possession ("this is my brand"), in concordance with the proposed by Colmenares and Saavedra (2008) who comment that brand and their personality comply with a symbolic function reaching consumers to express themselves. For these reasons the consumers establish relationships with their brands based on their symbolic value (Ivens and

Valta, 2012) and therefore the brands acquire life and cease to be passive objects to become "real companions" for the consumers (Devlin, 2003), tending to attribute personality features to brands and speak fluently and properly on said features (Azoulay and Kapferer, 2003). Brands are visualized by consumers as human beings and their dimensions can be described as an extension of the dimensions of human personality into the domain of brands (Geuens *et al.,* 2009).

Aaker (1997) according to the consumer's perspectives in the United States, proposed five brand personality dimensions, as well as a set of distinct features for each of them. These dimensions with their respective features are shown in Figure 1.

Figure 1. *Dimensions and features of brand personality*

Sincerity	Excitement	Competence	Sophistication	Ruggedness
Down-to-earth	Daring	Reliable	Upper class	Outdoorsy
Honest	Spirited	Intelligent		
Wholesome	Imaginative		Charming	Tough
Cheerful	Up-to-date	Successful		

Source: *Authors' own research based on Aaker (1997).*

Sincerity as a first dimension of brand personality, represents the capacity that these have to be authentic and honest with their value proposition (Delgado-Ballester, Palazón and Peláez-Muñoz, 2017), they are aware of their scopes and limitations and therefore the organizational climate in the company that it represents is healthy (Devlin, 2003). Sincerity of brands allows them to capture consumers that look for practicality in their consumption process (Hanna and Rowley, 2019), creating a joyful connotation in the interaction with the market. Brands with exciting profiles are characterized for being daring, energetic, imaginative and updated (Aaker, 1997), this dimension is related to consumers that intend to grant an adventurous sense to their life, as well as their consumption processes and experiences (Sung and Kim, 2010).

Competence is also a dimension of brand personality associated to reliability, success and intelligence. Brands that found their value proposition from their responsibility, seriousness and efficiency, being additional features for said dimension (Ivens and Valta, 2012), have high levels of competitivity in the market, including international scenarios (Yao, 2019).

Organizations that trade luxury items found their brand personality in sophistication (Austin, Siguaw and Mattila, 2003) being charming and status generating brands, highlighting in them glamour, pretension and romance, characterize the symbolic

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and emotional elements that the followers see in their value proposition (Freling and Forbes, 2005). Finally, companies that direct their brands towards a personality dimension of ruggedness, have in their infrastructure and commercial coverage features related to perseverance, demand, discipline and criticism (Hanna and Rowley, 2019).

3. Research Objective, Methodology and Data

Initially, we developed a qualitative analysis where the construct of interest was explored from the semantic networks technique, whose main goal was to obtain the meaning of the brand for the studied population, this from the symbolic interactionism that provides an interpretation of the situations and subjects regarding brand construction (Blumer, 1981). In second instance, to detail the association of the brand personality model's dimensions and features proposed by Aaker (1997) before the size and time on market for the organization that internationalize services in the Colombian capital city, we employed bivariate correlations comparing the Pearson correlation coefficient and Spearman's Rho.

The selected population were responsible for the marketing activities for small, medium and large companies, established in the metropolitan area of Bogotá, Colombia and that have a renewal date for their commercial license between October 2014 and October 2019, considering the content, place and time characteristics suggested by Hernández, Fernández and Baptista (2014). We employed a stratified probabilistic sampling from which we differentiate results between company sizes, pondering their subpopulations and determining the subsamples according to the relative participation of said organizations in the population. For sample estimation we considered the population in studied companies, which is 168 (Cámara de Comercio de Bogotá, 2019), an error margin of 5%, a confidence level of 95%, positive variability of 50% and negative variability of 50%, having as a result a sample of 118, as shown in Table 2.

Table 2. Sample distribution

Company Size	Number of Companies	Participation	Sample
Small	115	68%	80
Medium	41	24%	28
Large	12	8%	10
Grand Total	168	100%	118

Source: Authors' own research based on Cámara de Comercio de Bogotá (2019).

The instrument for collecting the information was a survey presented in three parts: the first part had as a goal to characterize the participating organizations by size and time on the market; the second part sought to identify in 5 words the desired brand perception by the entrepreneurs through an open question; finally, we proposed 15 terms to enable identification of desired brand personality features according to the

model proposed by Aaker (1997), through a Likert scale where 1 "doesn't describe the brand" and 5 "describes the brand entirely". The information gathering was carried out in the fourth trimester of 2019 and instrument validation was developed with a pilot test for 10% of the sample using Cronbach's Alpha test for each of the model's dimensions, obtaining satisfactory results for each dimension, as shown in Table 3. This statistical analysis was developed using the statistical package SPSS® version 25.0.

Table 3. *Reliability statistics for each instrument's dimension*

Model's dimensions	Cronbach's Alpha	Cronbach's Alpha based on standardized elements	Number of elements
Sincerity	0.733	0.733	4
Exciting	0.806	0.801	4
Competence	0.772	0.750	3
Sophistication	0.789	0.782	2
Ruggedness	0.836	0.841	2

Source: *Authors' own research.*

4. Research Results

The modified natural semantic network had a size of 480 meanings, we computed the frequency for each word and the semantic weight according to the assigned ponderation, and the semantic distance from one word to another according to the higher percentage (100%), being this the result of the meaning closer to the stimulus presented to the surveyed people, and we managed to determine the network's core with 122 meanings, unified either by synonyms, plural-singular or masculine-feminine, but without losing representativeness in the meaning. Therefore, from the development of the semantic network we recognize the distinct aspects that the entrepreneurs want their customers to relate to their brand in service internationalization activities.

Considering the obtained results, we answer the premises of symbolic interactionism proposed by Blumer (1982) in which we visualize three premises. First, where the people act on objects, in this case on internationalization of services, based on what they mean to themselves according to experience, as shown in Figure 2, where this concept is the first word evoked in relation to the distinct aspects of the brand to be highlighted by the responsible for marketing activities in the studied population. The second premise indicates that the meaning people have from the service emanates as a result of social interaction, i.e., the responsible person for marketing wants the materialization of their service to be triggered in meanings of the social indicator, for the construction of the brand personality considering the company's entrepreneurs, employees and customers. The third premise indicates that people have the capacity to discard, choose, confront, regroup and build the meanings depending on the expectation and proposed goals, which is why Figure 2 shows the

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meanings regrouped according to what the responsible person for marketing wants their current customers to recognize their brand.

De la Cuesta-Benjumea (2011) describes that the acts and objects exist and have meaning because those can be described through words, fact that the entrepreneurs did by generated a symbolic value for each word assigned to the service provided by the company. This implies that the brand provides a self-expression of identity, which is the capacity to consider oneself as an object and in that process constructing a narrative on the organization (He, Harris, Wang and Haider, 2016).

Figure 2. *Semantic network's core on the distinct aspects of brand perception desired by entrepreneurs*

Source: *Authors' own research.*

Obtained results by comparing Pearson and Spearman's Rho correlations point out that there is no association between time on market for the studied companies and Aaker's (1997) desired brand personality model. However, the only linear association, statistically meaningful, limited and inversely proportional from Pearson (rp= -0.255, p<0.012) and Spearman's Rho (rs= -0.226, p<0.027) correlations, is found between time on market for the population and the "daring" personality feature, as shown in Table 4.

Table 4. *Association between dimensions and features for Aaker's (1997) brand personality model and time on market for companies that internationalize services.*

Dimension	Feature	Pearson		Spearman's Rho	
		Correlation	Significance (bilateral)	Correlation	Significance (bilateral)
Sincerity	Down-to-Earth	0.162	0.115	0.168	0.102
	Honest	0.135	0.190	0.107	0.300
	Original	0.007	0.943	0.004	0.970
	Practical	0.012	0.909	0.006	0.952

Excitement	Daring	**-0.255***	**0.012**	**-0.226***	**0.027**
	Spirited	-0.184	0.073	-0.177	0.085
	Imaginative	-0.130	0.206	-0.155	0.132
	Up to date	-0.063	0.544	-0.069	0.506
Competence	Reliable	0.031	0.768	0.007	0.948
	Successful	0.025	0.812	0.022	0.834
	Intelligent	0.000	1.000	-0.019	0.853
Sophistication	Charming	0.000	1.000	-0.005	0.959
	Upper class (Status generator)	0.030	0.773	0.059	0.570
Ruggedness	Infrastructure	0.056	0.587	0.079	0.443
	Coverage	0.004	0.965	0.013	0.903

Note: ** the correlation is meaningful at 0.05 level (bilateral).*
Source: *Authors' own research.*

Likewise, as shown in Table 5, comparison of Pearson and Spearman's Rho correlations point out that there is no association between the size of studied companies and Aaker's (1997) desired brand personality model; nevertheless, is pertinent to remark that exists a linear association, statistically meaningful, limited and directly proportional from Spearman's Rho correlation (rs= -0.216, p<0.034) between company size and "practical" personality feature. Similarly, it exists a linear association, statistically meaningful, limited and directly proportional from Pearson's correlation (rp= -0.213, p<0.037) between company size and "coverage" personality feature.

Table 5. *Association between dimensions and features for Aaker's (1997) brand personality model and size of companies that internationalize services.*

Dimension	Feature	Pearson		Spearman's Rho	
		Correlation	Significance (bilateral)	Correlation	Significance (bilateral)
Sincerity	Down-to-Earth	0.058	0.575	0.068	0.509
	Honest	-0.081	0.433	-0.093	0.365
	Original	0.155	0.133	0.137	0.183
	Practical	0.183	0.074	**0.216***	**0.034**
Excitement	Daring	-0.050	0.631	-0.045	0.661
	Spirited	0.000	1.000	0.004	0.969
	Imaginative	0.001	0.989	-0.017	0.872
	Up to date	0.021	0.836	0.096	0.350
Competence	Reliable	-0.075	0.470	-0.081	0.432
	Successful	0.046	0.653	0.078	0.450
	Intelligent	0.111	0.281	0.115	0.265
Sophistication	Charming	0.050	0.631	0.016	0.880
	Upper class (Status generator)	0.070	0.497	0.077	0.453

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Ruggedness	Infrastructure	0.134	0.193	0.116	0.260
	Coverage	**0.213***	**0.037**	0.166	0.106

Note: *the correlation is meaningful at 0.05 level (bilateral).*
Source: *Authors' own research.*

5. Conclusion

Diverse studies on business internationalization (Gray, 2006; Wright *et al.,* 2007; Aung and Heeler, 2001) have been focused on remark the way the brands' positioning, identity and notoriety relevantly incide on the search for markets exogenous to the domestic ones. On the other hand, application of brand's personality model proposed by Aaker (1997) has been used in multiple researches that intended to measure how these dimensions influence brand consumption from different categories, such as luxury cars (Ivens and Valta, 2012; Rojas-Mendez *et al.,* 2004), chain drugstores (Colmenares and Saavedra, 2008), college institutions (Araya-Castillo and Escobar-Farfán, 2015), fast-food and restaurants (Araujo, Da Rocha and Ferreira, 2013), political marketing (Wring, 1997) and in the scope of services (Devlin, 2003; López-Rodríguez *et al.,* 2020), which is the case for this research.

From the literature review, we evidenced that, from an historical frame, brand personality studies have been focused representatively on research problem analysis to tangible assets (Freling and Forbes, 2005; Diamantopoulos, Smith and Grime, 2005). However, currently brand personality in the services sector has been gradually growing as a research pillar for marketing (López-Rodríguez *et al.,* 2019).

Reading the natural semantic network enabled the identification in responsible marketing for the studied population, the perceived desire respect to the brands value proposition. Experience in services internationalization must generate reliability in their customers from development of processes characterized by quality and innovation by answering to the business mission. From this, the efficiency with which the organization's social object carried out will account for the professionalism through creativity and technology, allowing to reach the acquired compromise from the brand's promise to the stakeholders.

Distinct features for which the responsible for marketing want to be externally perceived are security, honesty, responsibility and integrity, which assertively answer to the business solution from effective consultancy, providing satisfaction and excellence in services internationalization backed-up by strategic allies that are part of the chain of value (Porter, 1985).

It is important to remark that the responsible for marketing in organizations are not associating with the company size or their time on market with the brand personality dimensions proposed by Aaker (1997). However, we must highlight how some

features in the model presented a low level of association with said variables for the studied population, coinciding with the semantic network's findings.

Considering the obtained results in the application of Pearson's and Spearman's Rho correlation coefficients, we infer that the companies that have a greater time on market are avoiding being perceived as and related to the "daring" personality feature, that characterizes organizations that grant an adventurous sense in their customers lives, particularly in their consumption experiences (Sung and Kim, 2010). This matches the findings in the semantic network when the responsible for marketing want their brands to be perceived from elements such as experience, reliability, compromise, professionalism, honesty, responsibility, among others.

In regard to the size of companies that internationalize services, Pearson's correlation coefficient confirms that exists a degree of direct association with the "coverage" feature in the brand personality model, which allows to determine that the brands want to be perceived as a business solution through capacity in the service, satisfaction and support they can offer to their market, being these the distinct aspects desired by entrepreneurs.

Likewise, from Spearman's Rho correlation coefficient is evident an association between the size of studied companies and "practical" brand personality feature, which remarks the importance for the brands of their experience on market, as well as efficiency and effectiveness in developing the internationalization of services as pillars for customers' satisfaction, which are distinct aspects observed in the semantic network.

It is also pertinent to consider for future research the proposal of a brand personality model in organizations that internationalize services in the Latin American context, this due to the fact that the model proposed by Aaker (1997) is set from a business perspective in the United States, where sociocultural consumption trends, as well as corporate culture, present own and different characteristics. In regard to this, Austin *et al.* (2003) claim that this model should not be considered as a parameter in branding studies for other geographic scenarios and economic sectors different from the North American, especially because in their genesis it was used to measure the brand personality in specific categories.

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