

Model for Enhancing Brand Personality with a Cultural Approach (Case Study: Bank Saderat Iran)

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E d i t o r	R e v i e w e r s
Rey Segundo Guerrero-Proenza  Departamento de Inteligencia Computacional, Facultad 4, Universidad de las Ciencias Informáticas, La Habana, Cuba reysgp@uci.cu	Reviewer 1: Rezvan Hosseingholizadeh  Associate Professor, Department of Educational Management and Human Resource Development, Ferdowsi University of Mashhad, Mashhad, Iran. Email: rhgholizadeh@um.ac.ir Reviewer 2: Masoud Hoseinchari  Associate Professor, Department of Educational Sciences, Shiraz University, Shiraz, Iran. Email: hchari@shirazu.ac.ir

1. Round 1

1.1. Reviewer 1

Reviewer:

The authors mention that "brand personality refers to human characteristics attributed to a brand," yet fail to clearly contextualize why a cultural approach is needed for this construct. Consider expanding the paragraph to justify why culture is essential in shaping brand personality specifically within the Iranian banking context.

The definition of brand personality by Aaker (1997) is cited repeatedly. While foundational, the authors should include more recent conceptual developments from the past decade to demonstrate currency and scholarly depth.

The manuscript states that MAXQDA was used, but it is unclear how. Specify whether it was used for open coding, visualization, or memo writing. Also, include the version used.

Many indicators (e.g., “emotional intelligence” under both Adaptability and Emotion-Centeredness) appear repeated under different dimensions. Consider clarifying the conceptual distinction or reclassifying indicators to avoid overlap.

The authors state, “the study’s reliance on cross-sectional data does not allow for an understanding of how... personality evolves over time.” However, the method is qualitative. Please clarify this inconsistency—was there a misunderstanding of method typology?

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

The claim that "brand personality includes ecological classifications such as gender, age, and social class (Roosta, 2013)" lacks critical engagement. Consider discussing the cultural relativity of these classifications to align with your cultural approach.

When referencing Jones et al. (2009), the authors list alternative dimensions but do not clarify how these dimensions were considered or excluded in the current study. A rationale for choosing Aaker's model over alternatives should be explicitly stated.

In the section on Cultural Credibility, ‘perfectionism’ includes highly subjective traits like "feminine" and "magnificent." These descriptors risk gender bias and cultural generalization. Please revise or justify their inclusion based on empirical data.

The paper claims that “organizational culture... parallels previous research emphasizing the role of internal branding,” yet fails to cite or integrate actual internal branding literature. Include relevant studies for academic rigor.

The statement that “brand personality bridges the gap between the brand and the consumer by mimicking human traits” is conceptually underdeveloped. Please elaborate on how this mimicking happens culturally, possibly using identity theory or anthropomorphism literature.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor’s decision after revisions: Accepted.

Editor in Chief’s decision: Accepted.