

IRSTI 06.81.55
UDC 338.1
JEL M31, M37

<https://doi.org/10.46914/1562-2959-2024-1-3-207-220>

MALDYNOVA A.V.,¹

PhD, associate professor.

e-mail: maldynova.a@uib.kz

ORCID ID: 0000-0002-1825-0097

DAVLETOVA M.T.,*²

c.e.s., docent of HAC, research professor.

*e-mail: m.davletova@turan-edu.kz,

ORCID ID: 0000-0003-4155-4379

DEMEUOVA G.T.,²

d.e.s., associate professor.

e-mail: g.demeuova@turan-edu.kz

ORCID ID: 0009-0001-5660-3228

¹K.Sagadiev University of International Business,

Almaty, Kazakhstan

²Turan University,

Almaty, Kazakhstan

THE EFFECTIVENESS OF PERSONAL BRANDING IN FORMING A COMPANY IMAGE

Abstract

The topic of personal branding and its impact on corporate image is of particular relevance. The research aims to explore the relationship between personal brand and company brand perception. The main goal of the work is to analyze how the level of trust, effectiveness and creative freedom of a personal brand affect the corporate image. The research is based on three key hypotheses: the higher the level of trust in the personal brand persona, the higher the perception of the company brand; the higher the effectiveness of the personal brand, the higher the perception of the company brand; the more creative freedom the personal brand persona has, the higher the image of the company brand. The analysis was conducted in Smart PIs software based on quantitative data obtained from the survey. The scientific significance of the work lies in the expansion of knowledge about the mechanisms of corporate image formation through personal branding. The practical significance of the research is expressed in the development of recommendations for companies on the effective use of personal branding to improve corporate image. The findings support the hypotheses by showing that trust in personal branding, its effectiveness and creative freedom have a positive impact on the perception of the company brand. The contribution of this study to the field of marketing and branding is to provide a new perspective on the use of personal branding as a strategic tool to enhance corporate image and market competitiveness. The practical significance of the results enables companies to develop more effective personal branding strategies, thereby improving their overall image and customer loyalty.

Key words: economy, branding, personal brand, corporate image, brand perception, consumer trust, brand effectiveness, creative freedom.

Introduction

Personal branding is becoming increasingly important in today's world, where trust and public perception play a key role in the success of companies. The experience of predecessors shows that personal brands can significantly improve corporate image and enhance the company's reputation. However, there remain under-researched aspects in the scientific literature on this topic, especially in the context of Kazakhstan. This research aims to fill this gap by providing a comprehensive analysis of the impact of personality branding on company image.

To date, there are a number of researches devoted to personal branding and its impact on corporate image. In the works of such authors as Issakhov [1], Abdrakhmanova [2], Tulegenova [3] and others, various aspects of this problem are studied. However, most researches have been conducted at the

international level, while research specific to the Kazakh context are limited. The lack of localized research and the emergence of new digital platforms and technologies necessitate further research of this topic.

The influence of a personal brand on the formation of a company's image is an important topic in modern marketing. Research shows that personal branding can significantly influence the perception of a company's brand, its credibility and its reputation. For a deeper understanding of these relationships, it is necessary to consider existing approaches and researches conducted both in the world and in the Republic of Kazakhstan. A personal brand is defined as the unique set of skills, experiences, and personality that a person wants to present to his target audience. Corporate image is the general public perception of a company, formed on the basis of various factors, including products, services, corporate culture and interaction with customers [4].

Research shows that trust in the brand personality is a key factor in creating a positive company image. Khedher [5] emphasizes that a personal brand can become a company's main asset if it is able to inspire trust and loyalty among consumers. Moreover, Dovzhik's research [6] shows that trust in a person significantly affects corporate reputation, strengthening public relations and improving the perception of the company.

The effectiveness of a personal brand, expressed in its ability to attract attention and retain an audience, also plays an important role in the perception of a company's brand. Keller [7] argues that a successful personality brand helps create positive associations and build trust in the company. A leader's personal qualities, such as reliability, professionalism and charisma, play a key role in shaping how consumers perceive a company's brand.

Research by Schmidt J. and Holtbrügge D [8] confirms that more effective personal brands contribute to improving the perception of a company's brand and increasing its market value.

The creative freedom of the individual representing the brand allows for individuality and an innovative approach, which has a positive effect on the company's image. Gorbатов S. and Khapova [9] show that the creativity and uniqueness of a brand's personality can significantly enhance a company's attractiveness and reputation. Research from Aaker [10] also confirms that creative freedom contributes to the development of an innovative and attractive company brand image. At the same time, Aaker notes that a personal brand must be based on clearly stated values and mission in order to create a strong and memorable corporate image.

Serikbay [11] emphasizes the role of personal branding in the corporate success of Kazakh companies. The author focuses on the use of digital technologies to strengthen the brand, citing examples of successful Kazakh entrepreneurs who actively use social networks to promote their companies. Serikbay also notes the importance of creating quality content and interacting with the audience to increase customer trust and loyalty.

Brown R. [12] in his work "Reputation management" explores the influence of social media on personal branding. The author notes that social media provides unique opportunities for personal branding, allowing company leaders to directly interact with consumers and create positive brand perceptions.

At the same time, it is important to use current strategies and modern methods of personal branding. For example, Moldabayev [13] emphasizes the importance of individuality and uniqueness in building a successful brand. Moldabayev examines various methods of personal branding, such as public speaking, participation in conferences and active interaction with the audience through social networks. The author emphasizes that a personal brand should reflect the values and mission of the company, contributing to the creation of a strong corporate image.

Yermakhanov [14] emphasizes that a personal brand must be authentic and consistent in order to inspire trust and respect among consumers. In addition, Zhanabayev [15] research the impact of celebrity branding on corporate image in Kazakhstan. The author emphasizes that individuals with high public visibility can significantly improve the perception of a company's brand. The author notes that associating a company with a famous person can increase brand awareness and improve its reputation.

The relevance of the research of personal branding is due to several factors. First, in an increasingly competitive environment, companies are striving to find new ways to improve their image and reputation. Personal branding offers an effective solution to this challenge, allowing companies to

leverage the authority and trust of their leaders to enhance their corporate image. Secondly, with the development of digital technologies and social media, personal brands are becoming increasingly influential, which opens up new opportunities and challenges for companies [16].

The study of personal branding is directly related to current issues of modern science and practice. It responds to the needs of companies to develop effective image and reputation management strategies, which are key factors in today's market. In addition, the study contributes to the theoretical knowledge base by providing new evidence on the impact of personal branding on corporate image [17].

Object of research: the influence of personal branding on the company's image.

Subject of research: the relationship between the level of trust in the person of a personal brand, its effectiveness and creative freedom and the perception of corporate image.

Purpose of the research: to study the influence of personal branding on the formation of a company's corporate image.

Research objectives:

- Research the theoretical foundations of personal branding.
- Analyze existing approaches to personal branding and its impact on corporate image.
- Assess the level of trust, effectiveness and creative freedom of personal brand persons and their impact on the perception of the company's brand.

Research methods: Literature analysis, quantitative research method - survey, statistical data analysis.

Based on the literature review, the following hypotheses are postulated:

H1: The higher the level of trust of potential consumers in the person of the personal brand, the higher the level of perception of the company's brand.

H2: The higher the level of personal brand performance, the higher the level of company brand perception.

H3: The higher the level of creative freedom of the personality brand person, the higher the company's brand image.

The results of this research can be used by companies to develop and implement personal branding strategies aimed at improving their corporate image, which will increase customer trust and loyalty, improve the company's competitive position and reputation in the market.

Materials and methods

The influence of a personal brand on a company's image is becoming an increasingly important topic in the modern business environment. In the digital age and social media, company personalities play a key role in shaping public opinion about a brand. Therefore, it is important to understand how a personal brand can help improve the perception of a company's brand and, accordingly, increase its competitiveness.

One of the key statements is that the level of trust potential consumers has in the personality representing the brand has a significant impact on the perception of the company's brand itself. This is because consumers often link the personal attributes and reputation of the representative to those of the company itself.

In addition, the effectiveness of a personal brand, expressed in its ability to attract and retain the attention of the audience, directly affects the level of perception of the company's brand. This statement is based on the fact that a successful personal brand can create positive associations and strengthen trust in the company.

Another important aspect is the level of creative freedom of the individual representing the brand. Creative freedom allows an individual to show individuality and an innovative approach, which in turn has a positive effect on the company's brand image. This statement is based on the fact that consumers value uniqueness and creativity, which can be conveyed through a personal brand.

Currently, companies are increasingly aware of the importance of a personal brand and are actively investing in its development. Existing research shows that a strong personal brand can significantly improve the perception of a company's brand, promoting increased trust and loyalty among consumers. However, despite this, many companies still do not fully exploit the potential of personal brands to strengthen their image [18].

It is important for companies to understand how to effectively integrate personality brands into their marketing strategy. It is necessary to determine the best ways to use personal brands to increase the level of trust and perception of the company's brand. Addressing this challenge will help companies not only improve their image, but also achieve more sustainable growth and competitive advantage.

The main points of the research:

- ◆ Analysis of current trends and strategies for using personal brands in corporate image.
- ◆ Research of factors influencing the perception of a company's brand through the prism of a personal brand.
- ◆ Assessing the impact of creative freedom and the effectiveness of a personal brand on the company's image.
- ◆ Development of recommendations for the integration of personal brands into the company's marketing strategy to increase the level of trust and brand perception.

Thus, the research aims to identify key factors and strategies that can help companies effectively use personality brands to strengthen their image and achieve success in today's competitive environment.

To accomplish the objectives of this article, quantitative methods of marketing research were used, based on a survey of experts. The key aspect of the quantitative research methodology is to describe the actual behavior of subjects by collecting numerical data on relevant parameters and indicators related to the research theme. The gathered data is then subjected to statistical analysis [19].

The article employs the expert method as a research tool, enabling the collection of collective opinions from knowledgeable specialists based on their experience and expertise. Quantitative evaluation and analysis of these expert opinions provide insights into patterns of behavior among the subjects being studied. Gathering information from multiple experts on the specified research parameters ensures reliable results concerning the behaviors and phenomena under investigation.

When compiling a list of experts, the "snowball" method was used, in which the interviewed experts recommended other competent specialists in the market for the operation of the group's enterprises.

The main criteria for selecting experts were the following: occupation, work experience, education, competence and qualifications on the problem under research.

The expert group included key business leaders: top managers, directors and heads of departments.

To conduct an expert survey, a research concept has been developed, consisting of identifying a problem, planning its methodology, identifying an object, subject, goals, developing hypotheses, questions, relevant variables and research objectives.

The purpose of the marketing research was to identify the influence of the persona of the personal brand on the formation of the company's image.

The hypothesis of this research is the statement that personal brand personality factors positively influence the development of company brand image.

When formulating hypotheses, cause-and-effect relationships between variables were identified. In accordance with the objectives of the research, the authors put forward three hypotheses through an expert survey:

H1: "The higher the level of trust of potential consumers in the person of the personal brand, the higher the level of perception of the company's brand."

H2: "The higher the level of personal brand effectiveness, the higher the level of company brand perception."

H3: "The higher the level of creative freedom of the person of the personal brand, the higher the company's brand image."

To test these hypotheses, quantitative data was collected in the form of surveys. Their results were tested in the SmartPLS program.

Accordingly, the task was to determine the opinion of experts on the key issues of the ongoing research, which were taken into account when researching the topic and developing measures to improve the efficiency of the research object and recommendations for further strategic development. In particular, the authors were interested in the issue of the effectiveness of forming a personal brand for promoting a group of companies in the market. Hypothesis testing in this study involved the use of both dependent and independent variables, which are interrelated. A dependent variable is an outcome influenced by another variable, while an independent variable serves as the cause [20]. In this research,

the independent variables included the level of trust potential consumers have in the personal brand, the effectiveness of the personal brand, and the creative freedom of the personal brand representative. The dependent variable was the perception of the company's brand image.

To evaluate the impact of the independent variables on the dependent variable, an expert survey was conducted. A questionnaire with five questions was designed, each focusing on specific factors related to one of the independent variables (Appendix A). The questionnaire was structured according to the key factors that define a person's brand image.

The research sample consisted of 60 experts. To determine the appropriate sample size, the number of variable indicators should be 5-10 times fewer than the number of respondents, resulting in a ratio of 5:1 or 10:1. Given that the study was conducted using data from the city of Almaty and not the entire Republic of Kazakhstan, a 5:1 ratio was applied, resulting in a sample size of 60 respondents.

All factors were categorized into three main groups: the level of trust, the effectiveness of the personal brand, and the creative freedom of the personal brand representative. The survey questions provided to the experts were directly or indirectly related to these categories.

Hypothesis H1 states: "the higher the level of trust in the personality brand, the higher the level of perception of the company's brand." To test it, an analysis was carried out of the relationship between the level of trust in a person's personal brand and the level of perception of the company's brand, that is, between the variables Y and X1.

During the expert survey, three groups of indicators were identified that most fully describe the components of building trust in the person of a personal brand among potential consumers of the company. Experts identify the three most important factors by which the level of trust in a person for personal growth is measured:

1. Recommendations of the person of the personal brand;
2. Reviews of the person of the personal brand;
3. Comments from the persona of the personal brand.

To test hypothesis H2: "The higher the level of effectiveness of a personal brand person, the higher the level of perception of the company's brand," an analysis will be carried out of the relationship between the effectiveness of a personal brand person and the level of perception of the company's brand, the relationship between variables Y and X2.

During the expert survey, for further analysis, parameters were identified that determine the independent variable "efficiency" by the following components:

1. Audience of the person of the personal brand;
2. Audience of the promoted brand;
3. Values of potential consumers.

The audience of a personal brand, as mentioned earlier, should be dynamic and engaged. Typically, this audience shares common characteristics in terms of geography, demographics, preferences, and values. Therefore, such an audience is considered segmented and suitable for targeted marketing without the need for extensive preliminary research.

The brand's audience represents a specific segment to which marketing communications are directed. It is crucial that the brand's audience is compatible with the audience of the chosen opinion leader. While the brand's audience may not initially be familiar with the opinion leader endorsing the product, it is important that they respond positively to this form of promotion rather than reacting negatively or with disapproval [21].

Audience values play a significant role in the success of an advertising campaign. Just as with user behavior, these values must be aligned. Even with similar demographic, geographic, and socio-economic characteristics, there is no guarantee that the brand's audience will seamlessly integrate with the opinion leader's audience. It is essential to ensure that, when new users begin to follow the brand after a campaign featuring the opinion leader, no conflict arises between the two audiences [22].

To test hypothesis H3: "The higher the level of creative freedom of a person's personal brand, the higher the level of perception of the company's brand," an analysis of the relationship between variables Y and X3 was carried out. Creative freedom, according to the survey results, is determined by the following factors:

1. Lack of control over broadcast information;
2. High level of creativity in presenting information to the audience;
3. Quality content.

Results and discussion

In conditions of strong competition in the market, the more similar participants in the market, the higher the need for identification and exclusivity of the product or service offered, which requires maximum consideration of the needs of potential consumers. It is important to assess the capabilities of a potential brand in the process of providing these characteristics, taking into account market conditions, financial resources and its position in society [23].

As noted earlier, 60 experts from among top managers, heads of group companies and partners took part in the survey. Representatives of enterprises in the field of education (8.3%), public catering (16.7%), jewelry (10%), sports promotion (6.7%), business management (11.7%), took part in the survey. organizing prizes and awards (3.3%), trading (10%), producing (11.7%), IT technologies (11.7%), television (10%).

Expert opinions on the question “How do you feel about the idea of using a personal brand persona to promote a company’s brand image?” were divided as follows: 40% of respondents consider it a good idea to use a personal brand persona to develop a brand image and can give successful examples, 50% of experts consider this a good idea and want to test it in practice, 10% find it difficult to answer.

Next, questions were asked to test the hypotheses. Each of the identified characteristics related to levels of trust, effectiveness, and creative freedom was evaluated through questionnaire statements that measured their alignment with the analyzed enterprise on a 5-point scale.

To validate the conceptual model and test the hypotheses, the data collected during the research was processed and analyzed using the SmartPLS 4 software. SmartPLS is a graphical user interface tool designed for variance-based structural equation modeling utilizing the least squares path modeling approach.

The reliability of hypothesis testing is ensured by internal consistency. Internal consistency is the degree to which each test element is related to the final result. This indicator demonstrates the level of contradiction of a test element with others.

That is, high internal consistency is necessary to ensure the validity of data analysis. Various methods are used to test internal consistency. In this case, the internal consistency of the characteristics describing these factors was tested based on the Cronbach Alpha coefficient (table 1).

Table 1 – Cronbach’s Alpha coefficient values

Variables	Cronbach’s Alpha
Perception	1,000
Creative freedom	0,771
Trust level	0,826
Effective audience	0,832
Note: Compiled by the authors based on the analysis carried out.	

Although only positive values of the Cronbach’s Alpha coefficient are interpreted, it can occasionally be negative. A coefficient value below 0.9 is considered very good, below 0.8 is good, below 0.7 is sufficient, below 0.6 is questionable, and a value of 1 indicates completely identical results [24].

As shown in the table, the Cronbach’s Alpha coefficients for the four characteristics range from 0.771 to 1, indicating strong internal reliability. This demonstrates a relationship between the variables, which influence the dependent variable, perception. Therefore, further research into these factors is warranted, as it can provide results that validate the hypotheses. The SmartPLS software enables evaluation of the relationships between variables and tests the hypotheses quantitatively. The PLS analysis, conducted using SmartPLS, was based on data obtained from a survey of advertising agency experts. Figure 1 below illustrates the variables, the factors affecting them, and their degree of correlation.

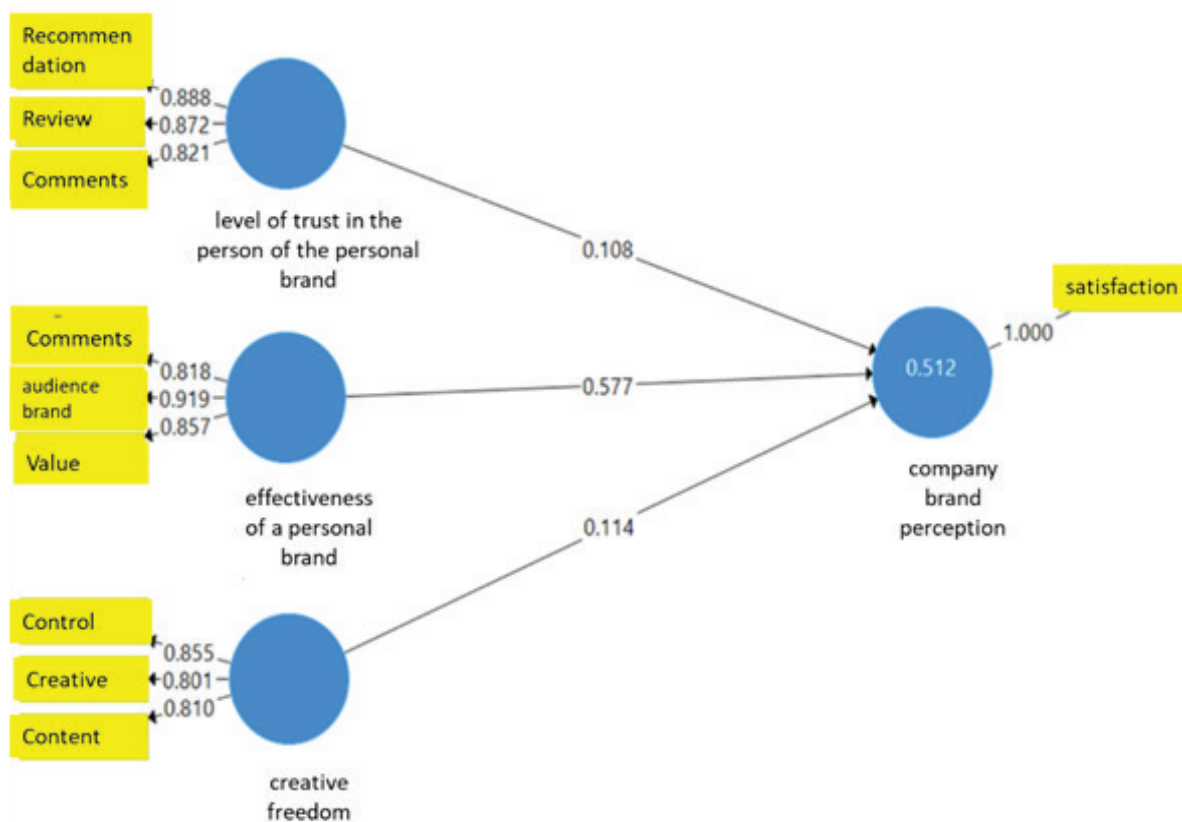


Figure 1 – Results of PLS analysis in the SmartPLS package

Note: Compiled by the authors based on PLS analysis.

The coefficient of determination R² of the “perception” variable is 0.512, that is, more than 51% of the variance is explained by this model. To assess the significance of the structural model, the standard deviation of the significance of the structural model (Standard Deviation), T - statistics (T Statistics) and criteria for the level of significance (P-Values) were used. Their values are given in the following table. The effect of the test can be seen in the following table:

Table 2 – Structural model for assessing significance using PLS bootstrapping

Indicator	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
creative freedom -> Perception	0,114	0,116	0,048	2,400	0,017
level of trust -> Perception	0,108	0,110	0,059	1,836	0,037
Brand Performance -> Perception	0,577	0,577	0,047	12,188	0,001

Note: Compiled by the authors based on the analysis carried out.

Internal consistency measures are provided to demonstrate the reliability of their instruments (table 3).

The rho_A coefficient represents the matrix of pairwise linear correlations between each pair of columns in the input matrix. Its implication for hypothesis testing is that there is no correlation against the alternative hypothesis.

AVE indicates that a construct has convergent validity if the average variance extracted is at least 0.50, meaning the variance explained by the construct must exceed the measurement error [25].

Table 3 – Internal consistency indicators

Variable	rho_A	Composite Reliability	Average Variance Extracted
creative freedom	0,435	0,328	0,309
trust level	1,000	1,000	1,000
Brand effectiveness	0,763	0,615	0,653

Note: Compiled by the authors based on the analysis carried out.

Composite reliability evaluates whether a single common factor underlies a set of variables. A coefficient value below 0.9 is considered very good, below 0.8 is good, below 0.7 is acceptable, and below 0.6 is questionable. A coefficient of 1 indicates identical results.

Hypothesis H1 proposed that a higher level of audience trust in the personal brand persona leads to a higher perception of the company’s brand. The results, with $p < 0.037$, confirm the validity of this hypothesis. Figure 2 displays the path analysis coefficients for testing Hypothesis H1.

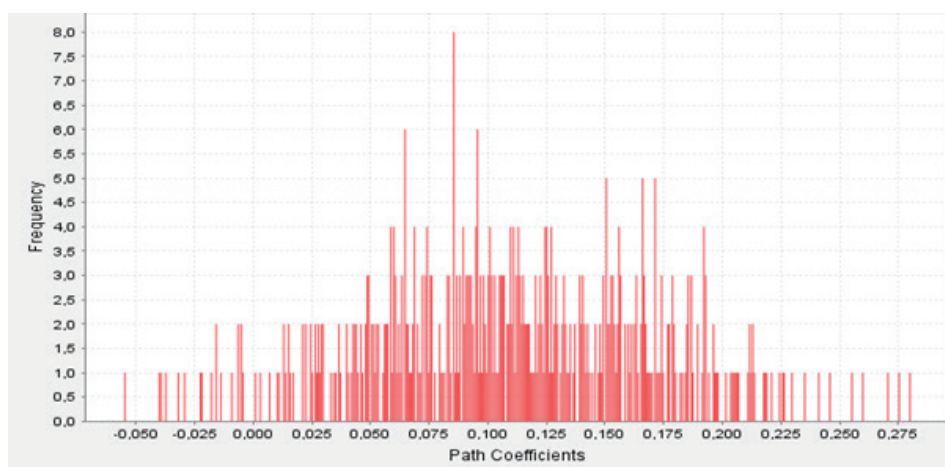


Figure 2 – Path analysis coefficients of hypothesis H1

Note: Compiled by the authors based on data analysis in the SmartPLS program.

Hypothesis H2 suggested that the higher the effectiveness of the personality brand persona, the higher the level of perception of the company’s brand. Based on the results obtained: $p < 0.001$, we can conclude that the relationship specified in the hypothesis is confirmed. Figure 3 shows the path analysis coefficients testing hypothesis H2.

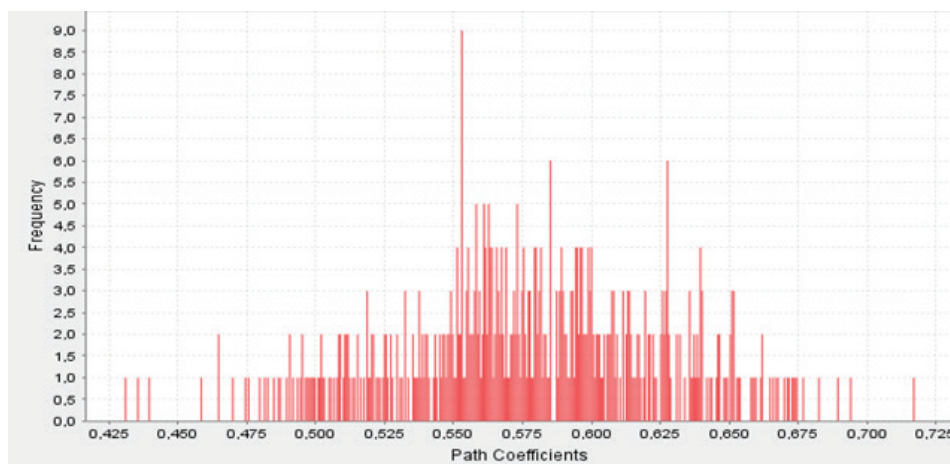


Figure 3 – Path analysis coefficients of hypothesis H2

Note: Compiled by the authors based on data analysis in the SmartPLS program.

Hypothesis H3 proposed that greater creative freedom in engaging with the personal brand persona leads to a higher level of brand perception for the company. The results, with $p < 0.001$, confirm the validity of this hypothesis. Figure 4 shows the path analysis coefficients testing hypothesis H3.

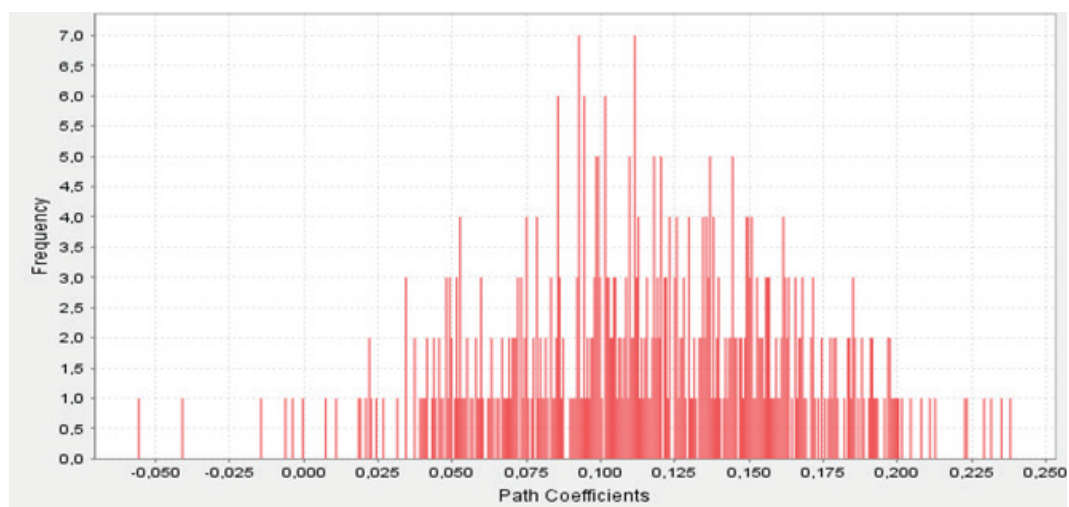


Figure 4 – Path analysis coefficients of hypothesis H3

Note: Compiled by the authors based on data analysis in the SmartPLS program.

The analysis results indicate that the perception of the company's brand image is influenced by the creative freedom of the personal brand representative, the level of trust in the personal brand, and its overall effectiveness.

PLS-Analysis revealed the characteristics that have the maximum impact on the perception of the company's brand image, which should be paid attention to by the managers of the group companies when forming a brand image development strategy.

The research's findings highlight the importance of three key factors in creating a positive perception of a company's brand: trust in a brand persona, the effectiveness of that persona, and the level of creative freedom. These results highlight the need for companies to focus on developing and maintaining strong personal brands among their leaders and representatives.

1. Trust in the personal brand. To achieve high levels of audience trust in a company's personal brand, it is necessary to pay attention to transparency, reliability and professionalism. This includes communicating openly, keeping promises, and demonstrating competence.

2. Person's effectiveness. Effective leaders or brand ambassadors who demonstrate high performance, commitment and success in their activities contribute to the improvement of corporate image. Companies must support their leaders by providing them with the resources and opportunities to develop and demonstrate their effectiveness.

3. Creative freedom. Giving creative freedom to brand leaders and ambassadors allows them to express their individuality and unique ideas, which creates a more authentic and compelling brand image. Companies should encourage creative initiatives and innovative approaches to maximize positive brand perception.

Confirmation of the hypotheses indicates that personal branding plays a critical role in the formation and strengthening of corporate image. The observed relationships between trust, effectiveness and creative freedom of leaders and the perception of the company's brand confirm the theoretical assumptions embedded in the hypotheses. This highlights the need for companies to focus on developing personal brands and implementing strategies to increase trust, effectiveness and creativity among their leaders.

Conclusion

This research conducted a comprehensive assessment of the influence of a personal brand on the formation of a company's image. Based on the data obtained, hypotheses were confirmed that indicate a significant influence of audience trust in the person of a personal brand, its effectiveness and creative freedom on the perception of the company's brand.

The main findings of the research confirm the importance of personal branding for corporate image:

- ◆ The degree of audience trust in a personal brand representative directly affects the perception of the company's brand. This underscores the importance of building transparent and trusting relationships between leaders and their audience.

- ◆ The effectiveness of a personal brand persona, manifested in professionalism and achievements, significantly improves the perception of the company's brand. Companies should strive to support and develop their leaders by providing them with all the necessary resources to improve their performance.

- ◆ The creative freedom of a person's personal brand contributes to a more positive perception of the company's brand. Encouraging creative initiatives and innovative approaches from leaders plays a key role in creating a unique and attractive company image.

The research's findings have important practical implications for companies seeking to enhance their image through personality branding. In particular, companies can use these findings to develop strategies to develop the personal brands of their leaders and representatives:

- ◆ Investment in training and development of leadership skills and professional competencies, which will increase the confidence of the audience and the effectiveness of leaders.

- ◆ Create an enabling environment for creative freedom and innovation, allowing leaders to develop unique and compelling brand identities.

- ◆ Active use of digital platforms and social media to strengthen the connection between leaders and their audiences, which will help in building trust and improving the perception of the company's brand.

Confirmation of the hypotheses indicates the validity of the author's statement about the significant influence of the personal brand on the company's image. The findings contribute to the expansion of scientific knowledge in the field of branding and marketing, highlighting the importance of personal branding as a key factor in the formation of corporate image. These findings can serve as a basis for further research and development of strategies aimed at strengthening a company's brand through personal branding.

The research confirmed the importance of personality branding in shaping corporate image, emphasizing the need to develop trust, effectiveness and creative freedom among company leaders. These findings have significant practical significance and can be used to develop effective strategies to strengthen the image of companies in the market.

REFERENCES

1 Issakhov A. The role of personal branding in corporate image development in Kazakhstan // *Journal of Marketing Research*. 2020. No. 15(4). P. 234–245.

2 Abdрахманова B. The relationship between personal branding and corporate reputation in the Kazakhstan market // *Business and Management Studies*. 2022. No. 10(2). P. 123–136.

3 Tulegenova R. Digital personal branding: Opportunities and challenges // *International Journal of Digital Marketing*. 2021. No. 8(3). P. 189–203.

4 Rampersad H.K. Authentic personal branding: A new blueprint for building and aligning a powerful leadership brand // *Information Age Publishing*. 2019. No. 3. P. 34–45.

5 Khedher M. A brand for everyone: Guidelines for personal brand managing // *Journal of Global Marketing*. 2021. No. 28(3). P. 176–187.

6 Довжик Г.В., Довжик В.Н., Мусатова С.А. Теоретико-методологические аспекты формирования персонального бренда в цифровой среде // *Цифровая социология*. – 2021. – № 2. – С. 67–86.

7 Keller K. Conceptualizing, measuring, and managing customer-based brand equity // *Journal of Marketing*. 2018. No. 57(1). P. 1–22.

- 8 Schmidt J., Holtbrügge D. Managing personal brand equity: The role of strategic brand management // *Journal of Brand Management*. 2018. No. 16(1). P. 52–59.
- 9 Gorbatov S., Khapova S., Lysova E. Personal branding in the digital age: Strategies, implications, and future research // *Frontiers in Psychology*. 2019. No. 9. P. 22–38.
- 10 Аакер Д. Аакер о брендинге. 20 принципов достижения успеха. – М.: ЭКСМО, 2016. – 213 с.
- 11 Serikbay A. The impact of personal branding on corporate success in Kazakhstan // *Central Asian Journal of Business*. 2022. No. 12(1). P. 77–89.
- 12 Brown R. Reputation management. *Business Information Review* // *Sage journals*. 2020. No. 27(1). P. 56–64.
- 13 Moldabayev S. Strategies for developing personal and corporate brands in Kazakhstan // *Marketing Strategies Journal*. 2020. No. 5(2). P. 150–162.
- 14 Yermakhanov K. Effective methods of personal branding and their impact on corporate image // *Marketing and Branding Research*. 2020. No. 9(3). P. 215–229.
- 15 Zhanabayev N. The influence of celebrity personal branding on corporate image in Kazakhstan // *Journal of Brand Management*. 2021. No. 14(4). P. 290–302.
- 16 Harris L., Rae A. Building a personal brand through social networking // *Journal of Business Strategy*. 2021. No. 32(5). P. 14–21.
- 17 Labrecque L.I., Markos E., Milne G.R. Online personal branding: Processes, challenges, and implications // *Journal of Interactive Marketing*. 2021. No. 25(1). P. 37–50.
- 18 Лукин И.С. Организация маркетинговых исследований // *Территория науки*. – 2014. – № 4. – С. 214–226.
- 19 Sarttarova L.T., Gilisbaeva R.O., Hayes S.G.. Marketing research of consumers of the Republic of Kazakhstan of different price segments. 2019. No. 8. P. 207–217.
- 20 Березин И.С. Маркетинговые исследования. Инструкция по применению. – М.: Юрайт, 2012. – 301 с.
- 21 Shepherd I. From cattle and coke to Charlie: Meeting the challenge of self marketing and personal branding // *Journal of Marketing Management*. 2021. No. 21(5). P. 589–606.
- 22 Шинкарёва О.В. Роль личного бренда в профессиональной деятельности эксперта // *Вестник науки*. – 2023. – № 5(62). – С.124–135.
- 23 Дмитриева Л.М. Бренд в современной культуре: монография. – Москва: Магистр: ИНФРА-М, 2021. – 200 с.
- 24 Bartlett J.E., Kotlik J.W., Higgins C.C. Organizational Research: Determining Appropriate Sample Size in Survey Research // *Information Technology, Learning, and Performance Journal*. 2001. Vol. 19 (1). P. 43–50.
- 25 Cronbach L.J. My current thoughts on coefficient alpha and successor procedures // *Educational and Psychological Measurement*. 2004. No. 64. P. 391–418.

REFERENCES

- 1 Issakhov A. (2020) The role of personal branding in corporate image development in Kazakhstan // *Journal of Marketing Research*. No. 15(4). P. 234–245. (In English).
- 2 Abdrakhmanova B. (2022) The relationship between personal branding and corporate reputation in the Kazakhstan market // *Business and Management Studies*. No. 10(2). P. 123–136. (In English).
- 3 Tulegenova R. (2021) Digital personal branding: Opportunities and challenges // *International Journal of Digital Marketing*. No. 8(3). P. 189–203. (In English).
- 4 Rampersad H.K. (2019) Authentic personal branding: A new blueprint for building and aligning a powerful leadership brand // *Information Age Publishing*. No. 3. P. 34–45. (In English).
- 5 Khedher M. (2021) A brand for everyone: Guidelines for personal brand managing // *Journal of Global Marketing*. No. 28(3). P. 176–187. (In English).
- 6 Dovzhik G.V., Dovzhik V.N., Musatova S.A. (2021) Teoretiko-metodologicheskie aspekty formirovaniya personal'nogo brenda v cifrovoj srede // *Cifrovaja sociologija*. No. 2. – P. 67–86. (In Russian).
- 7 Keller K. (2018) Conceptualizing, measuring, and managing customer-based brand equity // *Journal of Marketing*. No. 57(1). P. 1–22. (In English).
- 8 Schmidt J., Holtbrügge D. (2018) Managing personal brand equity: The role of strategic brand management // *Journal of Brand Management*. No. 16(1). P. 52–59. (In English).
- 9 Gorbatov S., Khapova S., Lysova E. (2019) Personal branding in the digital age: Strategies, implications, and future research // *Frontiers in Psychology*. No. 9. P. 22–38. (In English).

- 10 Aaker D. (2016) Aaker o brendinge. 20 principov dostizhenija uspeha. M.: JeKSMO, 213 p. (In Russian).
- 11 Serikbay A. (2022) The impact of personal branding on corporate success in Kazakhstan // Central Asian Journal of Business. No. 12(1). P. 77–89. (In English).
- 12 Brown R. (2020) Reputation management. Business Information Review // Sage journals. No. 27(1). P. 56–64. (In English).
- 13 Moldabayev S. (2020) Strategies for developing personal and corporate brands in Kazakhstan // Marketing Strategies Journal. No. 5(2). P. 150–162. (In English).
- 14 Yermakhanov K. (2020) Effective methods of personal branding and their impact on corporate image // Marketing and Branding Research. No. 9(3). P. 215–229. (In English).
- 15 Zhanabayev N. (2021) The influence of celebrity personal branding on corporate image in Kazakhstan // Journal of Brand Management. No. 14(4). P. 290–302. (In English).
- 16 Harris L., Rae A. (2021) Building a personal brand through social networking // Journal of Business Strategy. No. 32(5). P. 14–21. (In English).
- 17 Labrecque L.I., Markos E., Milne G.R. (2021) Online personal branding: Processes, challenges, and implications // Journal of Interactive Marketing. No. 25(1). P. 37–50. (In English).
- 18 Lukin I.S. (2014) Organizacija marketingovyh issledovanij // Territorija nauki. No. 4. P. 214–226.
- 19 Sarttarova L.T., Gilisbaeva R.O., Hayes S.G. (2019) Marketing research of consumers of the Republic of Kazakhstan of different price segments. No. 8. P. 207–217. (In English).
- 20 Berezin I.S. (2012) Marketingovyh issledovanija. Instrukcija po primeneniju. M.: Jurajt, 301 p. (In Russian).
- 21 Shepherd I. (2021) From cattle and coke to Charlie: Meeting the challenge of self marketing and personal branding // Journal of Marketing Management. No. 21(5). P. 589–606. (In English).
- 22 Shinkarjova O.V. (2023) Rol' lichnogo brenda v professional'noj dejatel'nosti jeksperta // Vestnik nauki. No. 5(62). P. 124–135. (In Russian).
- 23 Dmitrieva L.M. (2021) Brend v sovremennoj kul'ture: monografija. Moskva: Magistr: INFRA-M, 200 p. (In Russian).
- 24 Bartlett J.E., Kotlik J.W., Higgins C.C. (2001) Organizational Research: Determining Appropriate Sample Size in Survey Research // Information Technology, Learning, and Performance Journal. Vol. 19 (1). P. 43–50. (In English).
- 25 Cronbach L.J. (2004) My current thoughts on coefficient alpha and successor procedures // Educational and Psychological Measurement. No. 64. P. 391–418. (In English).

Appendix A

Questionnaire

Dear respondent, please answer the following questions.

1. What area of business your company operates in

2. How do you feel about the idea of using a personal brand persona to promote a company's brand image?

- Good idea, there are successful examples
- Good idea, needs to be tested in practice
- Will negatively impact the company's brand image
- Difficult to answer

3. Rate the importance of the following parameters that determine the level of trust in a person's personal brand for the development of the company's brand image on a 5-point scale, where 1 is not important at all, 5 is very important

	1	2	3	4	5
Recommendations that a person of a personal brand transmits through channels of interaction with the audience					

Reviews broadcast by a person of a personal brand about a product/service/person to the audience					
Comments left by a person of a personal brand regarding a product/service/person for the audience					

4 Rate the importance of the following parameters that determine the level of effectiveness of a person's personal brand in the development of the company's brand image on a 5-point scale, where 1 is not important at all, 5 is very important

	1	2	3	4	5
Audience of a personality brand					
Brand audience					
Audience values					

5 Assess the significance of the following parameters that determine the influence of the creative freedom of a person's personal brand on the development of the company's brand image on a 5-point scale, where 1 is not important at all, 5 is very important

	1	2	3	4	5
Lack of control over broadcast information					
High level of creativity in presenting information to the audience					
Quality content					

Thank you!

МАЛДЫНОВА А.В.,¹

PhD, доцент.

e-mail: maldynova.a@uib.kz

ORCID ID: 0000-0002-1825-0097

ДАВЛЕТОВА М.Т.,*²

э.ғ.к., ЖАК доценті, зерттеуші профессор.

*e-mail: m.davletova@turan-edu.kz,

ORCID ID: 0000-0003-4155-4379

ДЕМЕУОВА Г.Т.,²

э.ғ.д., ЖАК доценті, қауымдастырылған профессор.

e-mail: g.demeuova@turan-edu.kz

ORCID ID: 0009-0001-5660-3228

¹К. Сағадиев атындағы Халықаралық

бизнес университеті,

Алматы қ., Қазақстан

²«Тұран» университеті,

Алматы қ., Қазақстан

КОМПАНИЯНЫҢ ИМИДЖІН ҚАЛЫПТАСТЫРУДА ТҰЛҒА БРЕНДІНІҢ ТИІМДІЛІГІ

Аңдатпа

Соңғы жылдары жеке брендинг тақырыбы және оның корпоративтік имиджге әсері ерекше өзекті болып табылады. Зерттеу жеке бренд пен компания брендин қабылдау арасындағы байланысты зерттеуге бағытталған. Жұмыстың негізгі мақсаты – жеке брендтің сенім деңгейі, тиімділігі және шығармашылық еркіндігі корпоративтік имиджге қалай әсер ететінін талдау. Зерттеу үш негізгі гипотезаға негізделген: жеке бренд тұлғасына деген сенім деңгейі неғұрлым жоғары болса, соғұрлым компания брендин қабылдау жоғары болады; жеке брендтің тиімділігі неғұрлым жоғары болса, компания брендин қабылдау соғұрлым жоғары болады; жеке брендте адамның шығармашылық еркіндігі неғұрлым көп болса, компанияның бренд имиджі соғұрлым жоғары болады. Талдау сауалнама барысында алынған сандық деректер негізінде Smart Pls бағдарламасында жүргізілді. Жұмыстың ғылыми маңыздылығы – жеке брендинг арқылы корпоративтік имиджді қалыптас-

тыру механизмдері туралы білімді кеңейтуде. Зерттеудің практикалық маңыздылығы компанияларға олардың корпоративтік имиджін жақсарту үшін жеке брендингті тиімді пайдалану бойынша ұсыныстар әзірлеуде көрсетілген. Алынған нәтижелер жеке брендке сенім, оның тиімділігі және шығармашылық еркіндік компания брендин қабылдауға оң әсер ететінін көрсететін гипотезаларды растайды. Бұл зерттеудің маркетинг саласына қосқан үлесі – корпоративтік имиджді және нарықтағы бәсекеге қабілеттілікті арттырудың стратегиялық құралы ретінде тұлғалық брендингті пайдалану туралы жаңа түсініктерді беру. Нәтижелердің практикалық мәні – компанияларға олардың жалпы имиджін жақсартуға және тұтынушылардың адалдығын арттыруға көмектесетін тиімдірек тұлғалық брендинг стратегияларын әзірлеуге мүмкіндік береді.

Тірек сөздер: экономика, брендинг, жеке бренд, корпоративтік имидж, брендті қабылдау, тұтынушы сенімі, бренд тиімділігі, шығармашылық еркіндік.

МАЛДЫНОВА А.В.,¹

PhD, доцент.

e-mail: maldynova.a@uib.kz

ORCID ID: 0000-0002-1825-0097

ДАВЛЕТОВА М.Т.,^{*2}

к.э.н., доцент ВАК, профессор-исследователь.

*e-mail: m.davletova@turan-edu.kz,

ORCID ID: 0000-0003-4155-4379

ДЕМЕУОВА Г.Т.,²

д.э.н., доцент ВАК, ассоциированный профессор.

e-mail: g.demeuova@turan-edu.kz

ORCID ID: 0009-0001-5660-3228

¹Университет международного

бизнеса им. К. Сагадиева,

г. Алматы, Казахстан

²Университет «Туран»,

г. Алматы, Казахстан

ЭФФЕКТИВНОСТЬ ЛИЧНОСТНОГО БРЕНДА В ФОРМИРОВАНИИ ИМИДЖА КОМПАНИИ

Аннотация

В последние годы тема личного брендинга и его влияния на корпоративный имидж приобрела особую актуальность. Исследование направлено на изучение взаимосвязи между личностным брендом и восприятием бренда компании. Основная цель работы заключается в анализе того, как уровень доверия, эффективность и творческая свобода личного бренда влияют на корпоративный имидж. Исследование основывается на трех ключевых гипотезах: чем выше уровень доверия к персоне личного бренда, тем выше восприятие бренда компании; чем выше эффективность личного бренда, тем выше восприятие бренда компании; чем больше творческой свободы у персоны личного бренда, тем выше имидж бренда компании. Анализ проведен в программе Smart PIs на основе количественных данных, полученных в ходе опроса. Научная значимость работы заключается в расширении знаний о механизмах формирования корпоративного имиджа через личный брендинг. Практическая значимость исследования выражается в разработке рекомендаций для компаний по эффективному использованию личного брендинга для улучшения корпоративного имиджа. Полученные результаты подтверждают гипотезы, показывая, что доверие к личностному бренду, его эффективность и творческая свобода положительно влияют на восприятие бренда компании. Вклад данного исследования в область маркетинга и брендинга заключается в предоставлении нового взгляда на использование личного брендинга как стратегического инструмента для повышения корпоративного имиджа и конкурентоспособности на рынке. Практическое значение результатов позволяет компаниям разрабатывать более эффективные стратегии личного брендинга, что способствует улучшению их общего имиджа и повышению лояльности клиентов.

Ключевые слова: экономика, брендинг, личный бренд, корпоративный имидж, восприятие бренда, доверие потребителей, эффективность бренда, творческая свобода.

Article submission date: 01.07.2024