
Designing a native model of personal branding in the food industry

1. Department of Business Management, Shahr-e-Qods Branch, Islamic Azad University, Tehran, Iran,

m.mortazavi_r@ut.ac.ir

2. Department of Business Management, Shahr-e-Qods Branch, Islamic Azad University, Tehran, Iran,

sharif58@gmail.com

3. Department of Business Management, Shahr-e-Qods Branch, Islamic Azad University,

Tehran, Iran

alirezarousta@yahoo.com

M. Mortazavi, M. Ahmadi Sharif**, A. Rousta

Abstract

Today, the role of personal brand in business is very colorful, therefore, the main goal of this research is to investigate personal branding in the food industry in a special way and design a local model in this field. Based on this, the current research is one of the exploratory mixed research that has two stages. The first stage of qualitative research is based on grounded theory and the quantitative part is descriptive-survey from the point of view of data collection method. The statistical population of this study is the experts of the food industry in Iran, and in the first stage, 19 of them were selected as sample members by non-probability sampling (snowball). By extracting 12 key questions from the available sources, an interview was designed in this field, and the necessary data were collected. which led to 441 propositions, and using the grounded theory method, coding and determination of the first, second, and third categories were done with the help of Max QDA qualitative software, and finally a qualitative model was obtained. In the second stage, a statistical sample of 100 managers and experts of the food industry who had sufficient information in the field under investigation and who were introduced by 19 people previously by snowball method was considered. Then a questionnaire of the categories obtained in the qualitative section with 29 questions was provided to them. Data analysis was done by structural equation modeling method with partial least squares approach and using Smart PLS method, which confirmed all the hypotheses obtained from qualitative research. The findings of the research showed that causal conditions (personal characteristics, business characteristics) have a significant effect on personal branding.

and strategies (identity tools defined in behavior, suitable tools for visualization, social networking, social responsibility, adopting a different and distinct approach, focusing on the goal, market research) affected by the background conditions (cultural values, political, economic and social issues, opinions and beliefs, dynamic world) and intervening conditions (criticisms and suggestions, the difference between virtual space and the real world, the audience's expectation level, social norms) as mediating variables on the outcomes (promoting

the company's goals, saving time and money, gaining internal satisfaction, attracting and retaining contacts, gaining reputation, improving the quality of communication) has a significant impact.

Keywords: branding, personal brand, image and special value of personal brand

Introduction

The term personal brand is a relatively new phenomenon that limited studies have been done in this field until today, which makes the need for research in this field essential. Tom Peters first introduced the concept of personal branding in 1997 during the heyday of social media. In fact, this concept refers to all media users (Shepherd, 2005). The wide range of personal branding applications and its impressive results in personal and business success have attracted the attention of marketing experts and consultants as well as academic researchers (Bendisch, Larsen, Trueman, 2007). Personal branding is related to creating a reputation with the people around you, which fosters and strengthens relationships that open up new opportunities for us (Coyote, 2014). Personal branding is not a quick strategy to influence people indirectly. It is also not a way to force people to do something for our benefit (Coyote, 2014).

The idea of personal branding is compatible with human nature. The personal brand of an organization's employees can be significant in the value creation process and ultimately creates a stronger motivation to share knowledge, which is difficult to form in the real world (Kucharska, 2017). Also, personal branding affects the decision to choose (Hendrayana, 2019). Therefore, personal branding is an evolution in marketing that not only creates trust and confidence among employees, but also leads to the improvement of the company's brand performance.

Research was also done in this field. In 2019, Gorbatov et al. examined the impact of personal branding on career success. The findings confirm that personal branding leads to greater job satisfaction, which is mediated by the mediating variable of perceived employability. In 2019, Menel Khadhar examined the conceptualization and research on the impact of personal brands on job creation. Findings show that personal branding is a multidimensional construct that includes six dimensions: cultural capital, social capital, appearance, verbal self-presentation, mediated self-presentation, and authenticity. In 2019, Kucharska presented a conceptual model and investigated the personal branding of artists and art designers. The findings provide empirical evidence that if artists see themselves as personal brands, this positively affects their personal performance.

In 2018, Kusuma¹ examined the impact of social expectations on leadership power, leadership practices, and personal branding to build leadership trust. The results of the research showed that social expectations influence all the variables in the process of understanding leadership to create trust in leaders. In a study, Hendrayana² (2019) showed that political marketing, pull marketing and personal brands have a simultaneous effect on decision making. In a study,

Gorbatov³ (2019) showed that personal branding leads to greater job satisfaction, which is mediated by the mediating variable of perceived employment.

¹ Indra Kusumah

² Angga Sucitra Hendrayana

³ Sergey Gorbatov

In many organizations, personal branding has become an essential tool for business support, stability and evolution. This pervasive use of personal branding in the online space causes a strong dependence of business on personal branding and thus requires serious attention to the issue of localization of personal branding. In this way, the local model is a vital factor in business development.

Iranian organizations, like other organizations in the world, need proper use of personal brand. Therefore, it is necessary to present a model in line with the culture of Iranian society in the field of personal branding and its use in the country's industry. Considering that the food industry is one of the most important industries in the country that is in direct contact with the consumer, in this research, we seek to present a local model in the food industry so that this industry can have a suitable answer to the issues that it is currently facing in the field of branding and branding in the online space through personal branding.

Theoretical foundations of research

Personal branding

The term personal branding, popularized by Tom Peters in the article "The brand that is called you" (Khedher, 2013), has become increasingly important in the digital age (Labrecque, Markos & Milne, 2011). In 1997, Peters defined personal branding as the characteristics that make a person different, unique, and outstanding from others in order to compete in the world of work. Peters in 1997 also defines personal branding as seeing oneself as a business, which allows a person to take responsibility for their future. This enables a person to be more creative, do inspiring work, and connect with the world around him/her (Montoya & Vandehey, 2002). Werner Runebjörk¹ argues in 2006 that personal brand is not what people are, but what people have. Having a personal brand means having a passion about something or a desire to convey a message (Werner Runebjörk, 2006).

Rempersad in 2009 describes four different stages that a person should go through when creating a strong and believable personal brand, which are:

Defining and setting one's personal ambition: This means evaluating one's vision, mission, and key personal roles, and making them visible. This stage is about creating self-awareness and

identifying dreams: including who a person is, what is important to him, what makes him unique, special and different, and what are his values.

Defining and setting an authentic personal brand agreement: in such a way that it can be used as a focal point of behavior and actions. A personal brand statement includes the sum total of one's ambition, brand goals, expertise, superior service attributes, and one's territory.

Setting up a balanced personal checklist: at this stage, the emphasis is on creating a coherent and balanced work plan based on the individual's personal ambition. This stage is about translating one's ambition and personal brand into personal improvement goals, steps, and actions in a way that is comprehensive and balanced and manageable and measurable.

¹ Werner Runebjörk

Implementation and promotion of personal brand: personal branding has no value unless it becomes a reality. Therefore, personal brand should be created and maintained effectively (Rampersad, 2009).

The strength of a personal brand is characterized by three interconnected components: differentiation, relevance and consistency. Brand power can be defined as the ability of others to see and understand your personal brand (McNally & Speak, 2002).

Differentiation: A personal brand should be differentiated by providing benefits that are difficult to find elsewhere (Stratman, 2011). Personal branding is about expressing yourself differently from other people and creating a strong impression (Montoya & Vandehey, 2002). A personal brand is distinguished when it functions as stated regardless of the presence or absence of obstacles. First of all, a person must decide what he believes in and then commit to implementing those beliefs (McNally & Speak, 2002). Personal brand depends on how well people can identify their abilities and characteristics. When a person knows his greatest strengths, his personal brand becomes distinct and strong (Peters, 1997). When a person distinguishes herself from others, this distinction will make his/her memorable (Lam, 2003).

Relevance: Personal brand will enable others to create mental associations related to the individual (Stratman, 2011). A personal brand should be relevant in the sense that it represents one's beliefs and conveys them to others (Lam, 2003). But being relevant in a personal brand requires understanding and giving importance to other people's beliefs as well (McNally & Speak, 2002), in order to create a personal brand, there should be no difference between a person's private life and public image (Montoya & Vandehey, 2002).

Consistency: Consistency component for a brand refers to people who do things repeatedly in a distinctive and relevant way (McNally & Speak, 2002). When a personal brand is consistent, people are able to trust it because it consistently acts and interacts in a certain way. People can

know what to expect from the brand owner (Lam, 2003). Also, being consistent means understanding what a person presents and presenting it at all times (Sills, 2008). A consistent personal brand allows people to maintain their mental associations and feelings about others, regardless of where they encountered the brand (Stratman, 2011).

Image and special value of personal brand

Like the brand identity, the personal brand image should also be completed with the human identity, the brand image of people cannot be separated from the image of the person as a human being. A person's image can be defined according to two different points of view. On the one hand, this image can be described as a person's "self-image", which means a person's mental model of himself. On the other hand, this image represents the image that others have about the person. Both of these views have a mutual relationship so that the way people around them perceive a person affects his mental image of himself and vice versa (Bendisch, Larsen & Trueman, 2007). While in product branding, the focus is shifted from "image" to "identity", in personal branding texts, the focus is on the "image" of the person (Montoya & Vandehey, 2003). Brand image makes it possible to identify, differentiate and describe the personal brand.

For a personal brand to be successful, it needs high awareness of the target audience as well as their loyalty and support. From the dimension of perceived characteristics, positive perceptions are based on behavior, physical appearance, attitudes and beliefs, and demographic characteristics (Park et al, 1986). Especially people with power and prestige are naturally the focus of society's attention because their actions and personality traits often have more consequences for a large number of people compared to people with lower status (Bromley, 1993). As with product brands, this perception or what is called "impression" in psychology can change over time (Romanuik, 2004). Also, they can be actively managed (Montoya & Vandehey, 2003).

Research Methodology

In this research, qualitative and quantitative methods were used respectively, so the research method is mixed exploratory. In this research, the systematic method attributed to Strauss and Corbin was used for data analysis. This method (grounded theory) has three main procedures: open coding, axial coding and selective coding. based on the chosen research method; The theoretical sampling method was used as a sampling method in the present research in the qualitative section, and the snowball technique was used to implement it; In that method, sampling starts with a simple random method and continues until saturation is reached, and the next person is introduced to the researcher by the previous person; Usually, the researcher tries to select samples purposively based on what kind of specific information is needed.

In this research, in the qualitative section, 19 Iranian food industry managers were interviewed; Each interview lasted about an hour depending on the interviewee's interest and knowledge of the subject. In this research, providing feedback to the interviewees and putting them on the

research path in a way that does not affect the way they answer was done in order to increase validity. Besides, after conducting each interview, the pattern obtained up to that stage was presented and if the interviewee had any points regarding the pattern, it was discussed.

To ensure the reliability of the research, two methods of internal evaluation and external evaluation have been used. Therefore, in this research, the codings were provided to a number of experts to express their opinions about the labels and the coding method. Also, the model was given to a number of experts to express their opinion, and after making corrections at each stage, the final model was presented.

In a small part of the community under investigation, there are experts in the food industry in Iran. Purposive sampling method was used to determine the appropriate number of sample people who can represent the statistical population. The tool used to collect information is a questionnaire. In this research, the questionnaire consisted of 29 questions and was distributed among 100 samples using the snowball method. To determine the face validity of the questionnaire, the judgment of several experts and professors was used. Validity in the quantitative part was measured by SmartPLS software using two convergent and divergent methods. The reliability of the research was evaluated in the quantitative part with the help of SmartPLS software by Cronbach's alpha, composite reliability, and rho_A.

After collecting the questionnaires and coding them as well as other collected information, the information was used to perform statistical tests using Smart-PLS.3.3.3 software in order to analyze the data obtained from the samples. A small sample size is the best reason to use PLS.

Findings

In this research, the foundation data method was used. Coding in foundational data theory is a type of content analysis and seeks to find and conceptualize debatable issues that exist among the mass of data. In fact, during the analysis of an interview, the researcher will find out that the interviewee uses words and expressions during his speech that highlight debatable issues about the phenomenon under investigation. Coding should be done with an open mind and without resorting to preconceived ideas. The founders of the grounded theory emphasize that you should not prepare ideas in advance and then, through searching in the investigated phenomenon in order to count its supporting evidences, he limited the data obtained from the initial stage of foundational data theory (coding). The results of coding are presented in the table below.

Table 1. Dimensions, components and indicators of personal branding in the food industry

Indicator	Component	Dimensions
A person's personality and attitude	Individual characteristics	Causal conditions
Knowledge and expertise		

life style		
Personal interests and tastes		
Innate and acquired abilities		
Characteristics of the commercial brand	Business features	
Phenomenological thinking of the commercial brand		
National culture	cultural values	Background conditions
Individual culture		
Cultural conflict		
Discussions of the world day	Political, economic and social issues	
Political, economic and social challenges		
Individual opinions	Ideas and beliefs	
Religious beliefs		
National ideas		
Technology changes	dynamic world	
Expansion of virtual space		
Positive reviews	Criticisms and suggestions	Intervening conditions
Negative criticism		
The difference between online and offline personality	The difference between the virtual world and the real world	
Reducing the power of understanding and recognition in virtual space		
Primary expectations of the audience	Audience expectation level	
Product experience and generalizability		
Limitations and rules of virtual space	social norms	
Social restrictions and rules		
The importance of honesty in behavior	Identity tools defined in behavior	Strategy
Adherence to dos and don'ts		
Keeping your true self		
Product introduction by celebrities	The right tool for visualization	
Accompanying social values with the brand		
Continuous presence		
Product introduction by memories of the past		
Communication with contacts	Social networking	
Communication with colleagues		

Transferring information and creating awareness		
Communication through questions and answers		
Use of incentive methods		
Use of hashtags		
Continuous interaction and stable relationship		
Importance to the environment	social responsibility	
Importance to health and health		
Helping improve society		
Responding to the needs of the audience	Adopting a different and distinct approach	
Post attractive content		
Provide remarkable service		
Providing different and quality products		
Focus on competitors' shortcomings		
Special behavior and far from imitation		
Increasing awareness	Focus on the goal	
Fit personal and company brand goals		
Avoid presenting scattered topics		
Creating strategy and intellectual policy		
Choosing the right market	Market research	
Identify competitors		
Examining the characteristics of potential employees	Advancing company goals	
Career Success		
sales increase		
Exploitation of virtual space without borders		
The right platform for online advertising	Consequences	
Reducing the time and cost of finding a customer		
Reducing the time and cost of branding		
Reducing the time and cost of reporting from the market		
Reduce advertising costs		
Enjoy the feedback	Save time and money	

A sense of pleasure and satisfaction from doing work	Gain inner satisfaction	
Increase followers	Attract and retain contacts	
Increase likes and views		
Influence on the purchase decision of the audience		
Increase loyalty	gain fame	
Increasing the reputation of the brand owner		
Increasing the company's brand reputation		
Deprivation of peace	Improving the quality of communication	
Increase intimacy in communication		
Involvement of contacts in business development		
Better evaluation and understanding of the brand owner		
Gaining trust and credibility		

Table 2. Reliability results of hidden variables

Second-order latent variables	First order latent variables	variable symbol		Number of items	Cronbach's alpha		rho_A		composite reliability	
Causal conditions	Individual characteristics	IC	CC	6	/877	/919	/878	/920	/907	/933
	Business features	BF		3	/748		/757		/856	
Personal branding		PB		5	0/898		0/899		0/925	
Background conditions	cultural values	CV	UC	4	/766	/916	/775	/919	/851	/928
	Social and economic political issues	SI		3	/745		/748		/855	
	Ideas and beliefs	BB		4	/738		/741		/836	
	dynamic world	DW		3	/740		/740		/852	
Intervening conditions	The difference between the virtual world and the real world	DC	IN	3	/827	/916	/832	/921	/897	/929

	social norms	SN		3	/715 0		/731 0		/841 0	
	Audience expectation level	WL		3	/700 0		/710 0		/837 0	
	Criticisms and suggestions	FB		3	/767 0		/778 0		/865 0	
Strategy	Identity tools defined in behavior	IB	ST	4	/801 0	/976 0	/823 0	/978 0	/873 0	/978 0
	The right tool for visualization	PI		5	/869 0		/885 0		/908 0	
	Social networking	SO		8	/927 0		/932 0		/941 0	
	social responsibility	SR		4	/730 0		/767 0		/833 0	
	Adopting a different and distinct approach	AA		8	/903 0		/903 0		/922 0	
	Focus on the goal	FG		4	/794 0		/805 0		/867 0	
	Market research	MR		3	/809 0		/810 0		/887 0	
Consequences	Advancing company goals	AC	CN	6	/807 0	/957 0	/809 0	/958 0	/862 0	/961 0
	Save time and space	SS		5	/771 0		/783 0		/847 0	
	Gain inner satisfaction	GS		3	/708 0		/710 0		/837 0	
	Attract and retain contacts	AR		5	/796 0		/797 0		/860 0	
	gain fame	GF		4	/767 0		/771 0		/852 0	
	Improving the quality of communication	IQ		5	/800 0		/806 0		/863 0	

The reliability in this research for all values of Cronbach's alpha, rho_A, composite reliability is above 0.7, which indicates acceptable reliability in the quantitative part.

Table 3. Convergent validity for latent variables

Second-order latent variables	First order latent variables	factor load	Common values	Average Variance Extracted (AVE)	
Causal conditions	Individual characteristics	0/878	0/770	0/620	0/671
	Business features	0/757	0/573	0/666	
Personal branding		0/899	0/808	0/711	
Background conditions	cultural values	0/775	0/600	0/590	0/563
	Social and economic political issues	0/748	0/559	0/662	
	Ideas and beliefs	0/741	0/549	0/560	
	dynamic world	0/740	0/547	0/658	
Intervening conditions	The difference between the virtual world and the real world	0/832	0/692	0/743	0/587
	social norms	0/731	0/534	0/640	
	Audience expectation level	0/720	0/518	0/632	
	Criticisms and suggestions	0/778	0/605	0/682	
Strategy	Identity tools defined in behavior	0/823	0/677	0/637	0/719
	The right tool for visualization	0/885	0/783	0/667	
	Social networking	0/932	0/868	0/668	
	social responsibility	0/767	0/588	0/561	
	Adopting a different and distinct approach	0/903	0/815	0/596	
	Focus on the goal	0/805	0/648	0/622	
	Market research	0/810	0/656	0/724	

Consequences	Advancing company goals	0/809	0/654	0/510	0/608
	Save time and space	0/783	0/613	0/529	
	Gain inner satisfaction	0/710	0/504	0/632	
	Attract and retain contacts	0/797	0/635	0/552	
	gain fame	0/771	0/594	0/591	
	Improving the quality of communication	0/806	0/649	0/558	

Convergent validity in this research for all structures has values above 0.5, which shows that the fit of the structure is favorable.

As it is clear from the table above, which is taken from the method of Fornell & Larcker (1981). The root value of the hidden variable AVE in the main diameter of the matrix is greater than the correlation value between them which are arranged in the lower and left houses of the main diameter. Therefore, the structures in the model interact more with their indicators and the divergence of the model is appropriate.

As can be seen in the equation below, the value of the overall fit of the model is equal to 0.726 and since it is more than 0.36, we evaluate the fit of the model as strong and using the results, we evaluate the hypotheses of the research.

$$GOF = \sqrt{AVE \times R^2} = \sqrt{0.566 \times 0.932} = 0.726$$

The Q^2 criterion indicates the predictive power of the model. Therefore, according to the fit of the model by the Q^2 criterion, which is clear in the table below, the evaluation can be considered strong for all variables.

Table 4. Criterion Q^2 in latent variables

Second-order latent variables	First order latent variables	SSO		SSE		$Q^2 = 1 - SSE/SSO$	
Causal conditions	Individual characteristics	600/000	900/000	241/001	584/231	0/598	0/350
	Business features	300/000		119/656		0/601	
Personal branding		5000/000		212/430		0/575	
Background conditions	cultural values	400/000	1400/000	212/392	858/231	0/469	0/386
	Social and economic political issues	300/000		151/731		0/494	
	Ideas and beliefs	400/000		233/766		0/416	
	dynamic world	300/000		143/600		0/521	
Intervening conditions	The difference between the virtual world and the real world	300/000	1200/000	151/807	764/290	0/494	0/363
	social norms	300/000		147/313		0/509	
	Audience expectation level	300/000		145/540		0/515	
	Criticisms and suggestions	300/000		136/699		0/544	

Strategy	Identity tools defined in behavior	400/000	3600/000	192/043	1761/642	0/520	0/511
	The right tool for visualization	500/000		216/587		0/567	
	Social networking	800/000		310/569		0/612	
	social responsibility	4000/000		214/811		0/463	
	Adopting a different and distinct approach	800/000		373/373		0/533	
	Focus on the goal	400/000		196/252		0/509	
	Market research	300/000		134/214		0/553	
Consequences	Advancing company goals	600/000	2800/000	334/544	1666/636	0/442	0/405
	Save time and space	500/000		284/193		0/432	
	Gain inner satisfaction	300/000		154/643		0/485	
	Attract and retain contacts	500/000		269/013		0/462	
	gain fame	400/000		218/146		0/455	
	Improving the quality of communication	500/000		258/447		0/483	

Table 5. Summary of hypothesis testing

hypothesis	independent variable	The dependent variable	Significance level	The regression coefficient	Result
1	Causal conditions	Personal branding	0/000	0/907	confirmation
2	Personal branding	Strategy	0/000	0/311	confirmation
3	Background conditions	Strategy	0/000	0/390	confirmation
4	Intervening conditions	Strategy	0/000	0/308	confirmation
5	Strategy	Consequences	0/000	0/945	confirmation

Table 6. Fitting the structural model related to the variables

Hidden variables		Route test			Test result
endogenous	exogenous	Path coefficient	The value of t	Coefficient of determination R^2	result
Causal conditions	Individual characteristics	0/988	309/318	0/920	confirmation
	Business features	0/960	313/557		
Background conditions	cultural values	0/902	42/372	0/919	confirmation
	Social and economic political issues	0/867	38/221		
	Ideas and beliefs	0/874	23/067		
	dynamic world	0/906	49/929		
Intervening conditions	The difference between the virtual world and the real world	0/903	44/771	0/921	confirmation
	social norms	0/915	50/508		
	Audience expectation level	0/825	14/421		
	Criticisms and suggestions	0/897	45/148		
Strategy	Identity tools defined in behavior	0/909	46/785	0/978	confirmation
	The right tool for visualization	0/929	50/244		
	Social networking	0/961	107/846		
	social responsibility	0/922	51/701		
	Adopting a different and distinct approach	0/953	103/286		
	Focus on the goal	0/920	52/242		
	Market research	0/879	22/544		
Consequences	Advancing company goals	0/941	75/633	0/958	confirmation
	Save time and space	0/915	47/265		
	Gain inner satisfaction	0/884	29/073		
	Attract and retain contacts	0/925	63/619		
	gain fame	0/885	32/932		

	Improving the quality of communication	0/937	67/234		
--	----------------------------------------	-------	--------	--	--

Conclusion

The purpose of this research is to design a local model of personal branding in the food industry. The main focus of this research is to examine the dimensions, components and indicators of personal branding, which is presented in the form of a qualitative model, and then tested quantitatively. The results of the investigation of the first main hypothesis of the effect of causal conditions on personal branding showed that the significance level was 0.000 and the significance number was calculated as 27.777, which is more than 1.96. The coefficient of determination is 0.899, which shows that 89% of changes in the dependent variable are determined by the independent variable. The path coefficient of 0.907 indicates influence. This means that with one unit increase in causal conditions, personal branding increases by 0.907.

The results of the investigation of the second main hypothesis of the impact of personal branding on strategies showed that the significance level was 0.000 and the significance number was calculated as 4.571, which is more than 1.96. The coefficient of determination is 0.978, which shows that 97% of changes in the dependent variable are determined by the independent variable. The path coefficient of 0.311 indicates influence. This means that with one unit increase in personal branding, strategies increase by 0.311.

The results of the investigation of the third main hypothesis of the effect of background conditions on strategies showed that the significance level was 0.000 and the significance number was calculated as 5.643, which is more than 1.96. The coefficient of determination is 0.978, which shows that 97% of changes in the dependent variable are determined by the independent variable. The path coefficient of 0.390 indicates influence. This means that with a unit increase in the background conditions, strategies increase by 0.390.

The results of the investigation of the fourth main hypothesis of the influence of intervention conditions on strategies showed that the significance level was 0.000 and the significance number was calculated as 4.369, which is more than 1.96. The coefficient of determination is 0.978, which shows that 97% of changes in the dependent variable are determined by the independent variable. The path coefficient of 0.308 indicates influence. This means that strategies increase by 0.308 with one unit increase in intervention conditions.

The results of the investigation of the fifth main hypothesis of the impact of strategies on outcomes showed that the significance level was 0.000 and the significance number was calculated as 59.353, which is more than 1.96. The coefficient of determination is 0.958, which shows that 95% of changes in the dependent variable are determined by the independent

variable. The path coefficient of 0.945 indicates influence. This means that with one unit increase in strategies, the results increase by 0.945.

According to the results of the research, designing and holding educational workshops and seminars regarding the creation of a personal brand for managers and the employees of the food industry and presenting the obtained results is suggested that in this research it is very important for them to inform this category of people about the importance of having a personal brand and also training the process of creating it. Inviting expert managers with a successful personal brand to present and transfer their experiences in this field to other managers and workers of the food industry is suggested, which can be effective in improving the conditions of the organization's brand. Presenting practical plans in order to influence some contextual and interfering conditions such as culture, political, economic and social issues, opinions and beliefs, dynamic world, criticisms and suggestions, the difference between virtual space and the real world, the audience's expectation level, and social norms are suggested, which are necessary to implement in order to facilitate the process for company managers. Also, the use of practical strategies presented in the final research model (identity tool defined in behavior, suitable tool for visualization, social networking, social responsibility, adopting a different and distinctive approach, focusing on the goal, and market research) are suggested to improve the quality of personal branding with the aim of developing the food industry.

References

- Bendisch, F., Larsen, G., & Trueman, M. (2007). Branding people: to a conceptual framework. *Bradford University of Management. of Experimental Psychology*, 36(2), 209-231.
- Bromley, D. B. (1993). *Reputation, image and impression management*. John Wiley & Sons.
- Coyote, G, C. (2014) *Impressions: The Power of Personal Branding in Living an Extraordinary Life*. Published by Wisdom House Book.
- Gorbatov, S., Khapova, S. N., & Lysova, E. I. (2019). Personal branding: interdisciplinary systematic review and research agenda. *Frontiers in psychology*, 9, 2238.
- Hendrayana, A. S. (2019). Does Personal Branding Influence More Than Political Marketing And Pull Marketing? The Choice Decision Of The Beginner Voters In Governor Election. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 8, ISSUE 11*.
- Khedher, M. (2013). Dramaturgical perspective of online personal branding. In *2013 World Congress on Computer and Information Technology (WCCIT)* (pp. 1-5). IEEE.
- Khedher, M. (2019). Conceptualizing and researching personal branding effects on the employability. *Journal of Brand Management*, 26(2), 99-109.
- Kucharska, W. (2017). Consumer social network brand identification and personal branding. How do social network users choose among brand sites?. *Cogent Business & Management*, 4(1), 1315879.

- Kucharska, W. (2019). Personal branding—A new competency in the era of the network economy. Corporate brand performance implications. In *Corporate social responsibility in the manufacturing and services sectors* (pp. 19-34). Springer, Berlin, Heidelberg.
- Kusumah, I., Iskandar, T., Sumantri, S., Harding, D., Rizal, A., & Widiarti, E. (2018). The Influences of Social Expectation Toward Leader Power, Leader Practices And Personal Branding to Establish The Leader Trust (Case Study on the Leadership of Bandung and Purwakarta Region on Gen-Z). *World Scientific News*, 108, 64-73.
- Labrecque, L. I., Markos, E., & Milne, G. R. (2011). Online personal branding: Processes, challenges, and implications. *Journal of Interactive Marketing*, 25(1), 37–50.
- Lam, K. (2003). Executive Branding You already have a personal brand. *Executive Excellence*, 20(2), 13-13.
- McNally, D. & Speak, K. D. (2002). *Be your own brand: A Breakthrough Formula for Standing Out from the Crowd*. San Francisco, CA: Berrett-Koehler Publishers, Inc.
- Montoya, P., & Vandehey, T. (2002). *The personal branding phenomenon: realize greater influence, explosive income growth and rapid career advancement by applying the branding techniques of Michael, Martha & Oprah*. Peter Montoya.
- Montoya, P & Vandehey, T. (2003). *The brand called you*. Personal Branding Press.
- Park, C., Jaworski, B. & MacInnis, D. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50, 135-145.
- Peters T. (1997) *The Brand Called You*. Published by Fast Company.
- Rampersad, H. K. (2009). *Authentic personal branding: A new blueprint for building and aligning a powerful leadership brand*. IAP.
- Romanuik, T. (2004). *Genetics Of Sex And Gender Identity*. *The Science Creative Quarterly*, Retrieved, 2, 2007.
- Shepherd, I. D. (2005). From cattle and coke to Charlie: Meeting the challenge of self-marketing and personal branding. *Journal of marketing management*, 21(5-6), 589-606.
- Sills, J. (2008). *Becoming Your Own Brand*. *Psychology Today*, 62-63.
- Stratman, T. (2011). *Building your personal brand*. *Supply Chain Management Review*, 15(4).
- Werner Runebjörk, I. (2006). *Ditt personliga varumärke om retorik, värderingar och förtroende*. Malmö: Liber.