

BRAND IMAGE OF THE ENTREPRENEUR AND THE BUSINESSMAN, PERCEPTION HELD BY THE INHABITANTS OF THE CITY OF TEMUCO.

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INTERNATIONAL DOCTRINAL DOCTOR

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PRESENTS

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Dedicated to Nathaly, Leonardo, Bruno and Franco,

Thank you for existing.

Fernando and María de la Luz, I love you

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SUMMARY

This research paper is divided into three parts, including the following:
final observations.

In the first part, the theoretical framework and the development of the concept are established. The central theme of this thesis is brand personality and its relationship with the entrepreneur and the entrepreneur. It emphasizes the various fundamental theories of different authors on entrepreneurship. Brand Image and its importance in marketing studies: the concept is examined
and the nature of the Entrepreneur and Businessman, all of this in connection with personality
brand name.

The importance of traits such as [the following] is emphasized through various individual theories. descriptive factors of personality perception, 42 traits that are grouped into
5 major dimensions, which are: Sincerity, Emotions, Competence, Sophistication
and Rudeness (Aaker, J; 1997).

The second part is focused primarily on building an investigation
exploratory through the instrument that will be responsible for collecting the necessary information to measure brand personality, this instrument being the survey that considers the
42 human personality traits proposed by Aaker, measurable on a Likert scale from 1 to
7.

In the third part of the investigation, with the data obtained from construct a
When measuring “Entrepreneur”, we can say that from the collected response, 5 results were generated. new dimensions, this is a product of the diversity of the population and the very culture
different from that of the US. The dimensions obtained were: Self-actualization, Extraversion, Integrity, Recognition, and Elite. The most valued dimension is Self-Actualization with a
average 5.12, the average valued or with less weight is recognition with a
average of 3.87.

The sample used consisted of 400 inhabitants from a universe of 345,240 people who
The city of Temuco is comprised of a sample determined by sampling.
convenience in the busiest places in the city.

Addressing the construct of “Entrepreneur”, the dimensions obtained from the process of

Data collection and analysis using the statistical program yielded the following results:

Competitive, Elegance, Approachability, Trustworthiness, and Rudeness. Regarding the most important dimensions. Trust and Competitiveness are valued by the entrepreneur with a weighted average of 5.32 on the scale. The least valued dimension for the inhabitants of Temuco is the Elegance with a weighting of 4.16 points.

Continuing with the line of argument, in this third part the comparison was made between Businessman and Entrepreneur to buy the rating given by the inhabitants From the city of Temuco to the 42 Brand Image measurement traits. It can be said that the concept of entrepreneur is valued more highly than that of businessman, obtaining results of 5 and 4.37 points respectively.

PRELIMINARY PRESENTATION

Introduction

The main purpose of this research work is to construct, quantify and to analyze the perceived image of Businessmen and Entrepreneurs by the inhabitants of the city of Temuco. The initial premise that constitutes it is the non-existence of studies relating to the topic addressed from this point of view, which is why it represents a exploratory work aimed at creating a new construct.

The entire investigation is based on the premise that the construction of the image of A brand is a fundamental strategic asset for the economic activity of the society (Jiménez, A; Calderón, H; Delgado, E; 2004), and which is also the key to to achieve sustainable performance for organizations over time.

On the other hand, both the businessman and the entrepreneur are also considered one of the main pillars in terms of generating growth and development economic for nations, since, by possessing a creative, innovative personality and willingness to take risks makes them an important and high-impact subject of study.

Thus, the following research is based, firstly, on theoretical work that This involves engaging with primary sources through meticulous research. field that allows us to know and quantify the dimensions that constitute the construct of Brand image of business owners and entrepreneurs, according to theoretical references most important figures who have developed the topic throughout history.

Background of the problem

According to Stanton, W; Etzel, M; and B, Waller; (2000), “A brand is a name and/or a signal whose purpose is to identify the product of a seller or group of sellers, for differentiate them from rival products.”

Following this line of reasoning and understanding the importance of a brand, to Throughout history there have been many investigations concerning brands, mostly carried out by private institutions through research market and positioning, that is, large companies that understand the value of this intangible asset and its potential for sustainability and business competitiveness.

For the purposes of this research, only the concept of Brand personality, brand personality is understood as a set of characteristics associated with a brand (Aaker, J; 1997), which in addition to leading to a perception, Associations, memories, and prejudices generate a mental image of its advantages and benefits (Market, V; 2004).

The study of brand personality measurement and the analysis of a model Its measurement has been extensively studied over time (Batra et al, 2005). The first The model was that of Allen, D; and Olson, J (1995) who used the discourse method narrative to analyze brand personality. Secondly, Caprara, G; et al (1997) studied personality using metaphor analysis in a scheme lexicographical model that generated a five-factor model to identify the main personality attributes. However, Koebel, M; and Ladwein, R; 1999 point out that Jennifer Aaker (1997) is the one who developed a generalizable scale to measure the Brand personality. Aaker systematized brand personality through the five large human dimensions, developing a structure made up of features of personality.

Based on the premise that “brand personality includes personality traits human as sentimentality, warmth and concern” (Aaker, J; 1997), built groups of human personality traits, to organize each of its dimensions. The study It determined that the personality of American consumers was shaped by five dimensions: sincerity, emotion, competence, sophistication, and rudeness.

In addition to personality traits, researchers claim that Brand personality includes demographic characteristics such as gender (“i.e. consider inanimate things as man or woman”), age (“Like most of the People usually recognize if something is addressed to them as a man or a woman, so they are they are sensitive to the symbols of age," and the class ("This refers to the position social”) (Levy, S; 1959).

Following Aaker, J (1997), most research has used the scheme (Azoulay, A; and Kapferer, J; 2003) and to date nine studies have been reported nationals in France (Koebel, M; Ladwein, R; 1999), Venezuela (Barrios and Massa, 1999;

Pirela et al, 2004), Switzerland (Czellar, S; 1999), Germany (Huber et al, 2000), Japan and Spain (Aaker, J; et al, 2001), Mexico (Álvarez-Ortiz and Harris, 2002), Russia (Supphellen and Gronhaug, 2003) and Korea (Sung and Tinkham, 2005).

However, the model of Aaker, J (1997) has not been exempt from questions. The main one concerns its conceptual foundations, specifically whether the aspects measured truly represent personality (Caprara, G; et al, 2001; Azoulay, A. and Kapferer, J; 2003). Empirically, the authors have objected that this model does not It does not reproduce the same way in other countries, nor when used to measure personality differences in specific categories (Austin, J; et al, 2003). Similarly, it has been indicated that some The items on the personality scale seem to capture rather functional characteristics that of brand personality.

Despite the criticism, this model remains the most widely used; there are several Studies such as the Chilean study “Brand Personality of Psychology Careers of State Universities in Chile: A descriptive study” by Denegri, M; Cabezas, D; Herrera, V(2009), have been used to determine the existence of a personality of brand for Psychology degrees at universities.

Another investigation that used the assumptions of Aaker, J (1997) is the thesis doctoral thesis: “Analysis of the Brand Personality Structure and its effects on the Image and loyalty: An application to the Spanish tourism market” Gómez, A (2010), in where, through the analysis of the 42 brand personality traits, it aims Determine the image for two tourist destinations in Spain.

Considering all of the above, the present discussion will address whether the concepts Businessman and entrepreneur in the city of Temuco are considered a brand for the people, understanding that a brand makes the difference and is a source of advantage competitive in the business world.

From this perspective, the aim is to establish whether it is possible to associate entrepreneurs as a product, assessing the perception that the city's inhabitants have from Temuco regarding these concepts and analyze the assessment they have considering whether it is from positive or negative type in the environment in which they operate.

Problem identification

Regarding the state of the art of related research, for this work we
It takes as a reference point previous studies regarding the concept of brand image. Thus,
There are discussions, studies, and research that analyze, define, and quantify traits
central elements of the brand image of different firms: Martínez, E; et al (2004), in their article
“Proposal for a methodology. Measurement of brand image. An exploratory study”,
They point to a possible methodology that allows quantifying and measuring attributes and aspects
fundamentals of brand image; on the other hand, Gutiérrez, M and Martin, F (2004), in their
The article “The value of the brand and the value of the company on the internet” highlights the importance
which means being able to quantify and measure the value of a company's brand.

Both works allow us to reference the guidelines that this should follow.
Research on the case of the perceived image of businesspeople: Also Aaker, J
(1997) in his article “Dimensions of Brand Personality”, points out what the dimensions are
or the most important brand attributes perceived by people, which represents a
starting point of comparison for the present work.

On the other hand, since there are no conclusive studies on perceived brand image
For business owners and entrepreneurs in particular, this research represents a
exploratory work, in which a cross-referencing of information will be carried out that
This will allow the described relationship to be established.

Problem statement

Some journalists from the Araucanía Region who have issued opinions on
In this regard, they point out in their criticisms that there is an excessive preference for the non-businessman.
regional with respect to the local businessman. On the other hand, Hans Wagner (press journalist)
(local 2014) indicates that there is a “rejection by the Araucanian population of foreigners
capitalist and usurer.”

The brand is known to be so closely linked to consumers that the world
Business and academia have instilled in him the notion of branding, just as they have in being
human, personality dimensions since the early eighties
(Haigood, T; 2001).

During this century it has been pointed out that, “people choose brands just as

They choose their friends, regardless of their abilities and physical characteristics."
(Azoulay, A and Kapferer, J; 2003). Since then, it has been proven that the brands
They are not usually perceived solely for their functional benefits (e.g., consumption)
of fuel), but by personality traits such as cheerfulness or honesty (Lenk,
P; et al, 2003).

Based on all this information and the lack of scientific information regarding
This opinion leads to the initial consideration of whether the employer and the
An entrepreneur can be seen as a brand image, and the perception of that image can also be analyzed.
the inhabitants of the city of Temuco with respect to the businessman and entrepreneur.

Research questions

The research questions are geared towards the following questions: Is it
Can it associate business owners and entrepreneurs as a brand? Because to be
To be considered a brand, certain conditions must be met, such as: having a
recognized image, name, logo, among others.

The next question is, what attributes does an entrepreneur and a
Are entrepreneurs clearly identified by people? Does the company convey the
The ideals of the businessman and entrepreneur are, therefore, it is necessary to determine if the
Businesspeople and entrepreneurs are recognized for having certain attributes, among which
Leadership could be one example.

Another question is: Is brand image a positive or negative concept?
Regarding the businessman and the entrepreneur? This is important to determine because the brand
It is considered by companies as a fundamental strategic asset to achieve a
competitive advantage in the business field, in addition to personal or personal image
Branding also constitutes a source of advantage in personal relationships.

These are the questions that motivate research into the topic, which is why it is considered
as the fundamental driving force of research, basically what motivates
to develop it, in order to determine what perception people have
from the city of Temuco regarding business owners and entrepreneurs, and whether this is a strong
an image that leads to differentiation and, if possible, can be considered as a source of
competitive advantages in the business world, with the aim of seeing if these are

comparable at a competitive level.

Justification of the Study

The following research is of great importance and relevance to the field business, as it represents a significant contribution to a topic that is currently gaining traction great importance in this area.

Regarding social and/or cognitive relevance, without a doubt the Entrepreneurship and those who undertake it are an important part of productive activity. From all countries, under this logic it is and will be important for society to be able to appreciate if There is a recognized brand of entrepreneurs and business owners who are born and develop its business activities in various sectors.

To see if there is a positive perception of the image of the businessman and entrepreneur It will serve to promote entrepreneurship from other areas, whether from other countries. how to strengthen future strategic alliances with future partners and/or entrepreneurs.

Research objectives

General Objectives:

Identify the brand image of the Entrepreneur and Businessman concept with respect to the perception that the inhabitants of the city of Temuco have.

Specific Objectives:

1. Identify whether the dimensions that assess brand image relate to the entrepreneur and entrepreneur.
2. To measure whether the rating given by the inhabitants of Temuco to the Businessman and Entrepreneur is of the positive or negative type.
3. To characterize the fundamental aspects of the brand image of entrepreneurs and entrepreneurs.
4. Determine the differences and/or similarities that exist between the image of entrepreneurs and businesspeople.



Brand image

One of the reasons for studying branding in marketing is that it plays a role an important role in the planning, decision-making, and creative development of the products, it is also important to highlight that brand development constitutes a significant investment for companies.

According to Kotler, P (2006), marketing is the art of satisfying the needs of Under this logic, the study of brands is fundamental for people to profitably reach those in need. organizations, and is essential for what Michael, P (1996) called superior performance, which consists of achieving a performance above the competitors.

However, throughout the marketing literature, many topics have been addressed. definitions of the concept of Brand, but the reality is that above all, brand image is a “Image.” For example, when we ask people what image they have of Danone, Ideas like “vitality” or “healthy bodies” are likely to come to mind; if the The image alludes to a geographical area like southern Chile; the thoughts could be from “Nature,” “relaxation,” or perhaps the lesser-known slogan “magic”; if instead the The question is about a certain politician; the image might not be so favorable (Jiménez, A; et al 2004).

According to Jiménez, A; et al (2004) brand image is frequently confused with other marketing variables, which represents a problem; for example, one of the mistakes The most common and fatal mistake is the belief that brand identity and image are identical aspects (Brand identity refers to what companies intend projecting to consumers, that is, how they want to be identified in the minds of the customers), which Aaker, J (1996) calls the “brand image trap”.

Authors such as Dowling, G (1986), define Brand Image as the “set of meanings by which an object is known and through which people describe it, "remembers and relates," this object being considered as a person, Keller, K (1993) also agreed with this definition “perceptions about the brand that are "They reflect existing associations in the consumer's memory," a definition that has adapted for both individual and corporate brands (Rynes, S; 1991 and Biel, A;

1992).

The American Marketing Association defines a brand as “that name, term, sign, symbol or design, or that combination of the above elements, whose purpose It is to identify the goods or services of a seller or group of sellers and differentiate them from the competition.”

Therefore, a brand is a product or service that adds certain characteristics to differentiate themselves in some way from the rest of the products or services intended to satisfy the same need. These differences can be functional, rational, or tangible in relation to the results of the product of the corresponding brand, or, They can be symbolic, emotional, or intangible, in relation to what the brand. (Kotler, P; 2006).

On the other hand, Sanz de la Tajada (1994) states that it is “the set of mental representations, both affective and rational, that an individual or group of individuals associate a specific brand with a given product; a representation that is the result of experiences, beliefs, attitudes, feelings and information that said group of individuals associates with the brand in question.” Important authors such as Jennifer Aaker believes that brand image is “the way in which the brand is perceived” by consumers” (Aaker, J; 1997). Other authors point out that “it is the way in which the The public perceives the company or its products.” (Kotler, P; et al 2000).

Under these definitions, throughout history the image can be understood as a complex and multidimensional reception concept for consumers, the latter The result is from the process that consumers have to accumulate, evaluate, and associate the information.

According to Jiménez A., et al (2004), throughout literary history basically the The brand has been managed under three main areas of focus, the first being Brand contextualization is oriented from the perspective of the offer under three pillars fundamental ones which are:

1) Consist of a symbol, name, words or a combination of them.

2) Be adapted to the use of both a manufacturer and a distributor.



3) Identify and distinguish the goods and services sold by one manufacturer from those of the rest of the competitors.

A second approach by the author, regarding the concept of branding, corresponds to the Consumer integration; under this orientation, the brand becomes used by the manufacturers as a way to attest to quality and control the entry of products into certain industrial sectors.

The consumer is considered an important agent to be taken into account in the business management, and the brand itself, as a representative of a target product of The exchange between the company and the consumer benefits from this recognition.

Following the approach presented by Jiménez A., et al (2004), the latest brand approach It is geared towards a dimension from the business area and brand management, integrating supply and demand approaches since for the company the brand ceases to to be considered an attribute that, when associated with the product, indicates its value.

The idea that the brand transcends the nature of the product is widely accepted. ceasing to be a mere descriptor of it, to become the basis upon which Their products are sustained by the market and increase in value. Under this approach, the brand differentiates the product and enriches it, making it both unique and irreplaceable. multidimensional, thus making it an asset and source of competitive advantages for the company.

Well, regarding business orientation and brand management, according to the The previous context raises the need to establish a new orientation For businesses, capable of making the most of the benefits offered, these changes are They are based on three pillars of future brand management:

1) Market orientation.

2) Relationship Marketing.

3) Emotional marketing.

Therefore, trying to quantify and measure brand image and associations People with a concept like entrepreneur or businessman are somewhat complex, Numerous authors who have worked on Corporate Image advocate adapting to each

specific situation, attempting to identify the underlying dimensions through various direct and indirect techniques (Villarejo, A; 2002).

For example, in banking and financial institutions, some of the dimensions Key aspects that stand out are the physical environment (facilities), management, and customer service (Rodríguez del Bosque, 1994).

Other perceptions regarding the image of retail companies prevail. products – assortment, price, quality – indicators of convenience and pleasantness of going to purchases –location or design– and set of services offered –financing, installation- (Vázquez, R; 1989). In contrast, for a public institution, its capacity for attraction, power and credibility (Esteban, A; et al 1997).

There is a current of work that attempts to obtain image indicators general with the aim of generalizing the results. According to Keller, K (1993) indicates that the Brand associations can be broken down into attributes, benefits, and attitudes, and can to vary in degree of strength and uniqueness with respect to other brand associations, is These are attributes that differentiate each brand and/or company. Similarly, Davis, J (2002) includes attributes, benefits and values, in addition to a type of intangible attributes which he calls the “brand persona”, a component that includes all the human characteristics that can be associated with a brand and that Aaker, J (1997) measures exhaustively on their personality scale, that is, if one considers what these people propose Authors can associate brand image not only with companies and products but also with people and their personality traits.

On the other hand, the scale of Aaker, J (1996) identifies three main indicators –1) perceived value, 2) personality, and 3) organization—which can be measured with a reduced number of items. The first dimension encompasses the functional benefits of the product. Describe the physical attributes and try to measure if there is an adequate relationship between quality and the price of the brand; the second dimension, "personality," encompasses the symbolic benefits and emotional, as the last dimension, the organizational component, points to aspects related to the company and its image. Finally, it is necessary to mention, although it is not relevant to this research, is that, to measure the image of companies, there are other scales such as that of Fombrun, C; et al (2000), Grönroos, C (1988) or the Reputation Index

of IRMA Brands (Villafañe & Associates, 2003), which usually focus on reputation corporate.

As in the investigation, the image that the

Regarding the concept of business and entrepreneurship among the inhabitants of Temuco, it must be said that

Consider the concept of brand personality. This is currently feasible.
because, throughout marketing literature, authors appear who argue that
Consumers can think about brands and talk about them as if they were people.
(Plummer, J 1985).

Human Personality and Brand Personality.

One of the central aspects that constitute the brand is the concept of "Brand Personality", understood as a set of characteristics associated with the Brand (Aaker, J 1997), which not only entail a series of perceptions, associations, memories and prejudices that the consumer generates by forming a mental image of their advantages and benefits (Market, V; 2004), but they also create in the individual a symbolic link of self-expression (Keller, K; 1993) and identification with the good or service brand bearer (Aaker, J; 1997).

What the various authors who have worked on the topic agree on is...
Personality is the basis of the concept called a trait or factor; this
The latter consists of specific characteristics present in personality (Eysenck, H; 1970 and Norman, W; 1963). Then, under this logic, the concept of personality is
It is understood as multidimensional and possesses a set of traits or factors.

This process is based on attributing human characteristics and personality traits to brands, thus projecting their own characteristics, either through similarity ("this brand resembles me") or possession ("this is my brand") (Denegri, M; et al., 2009). This generates a dynamic which leads the user to emotionally associate with it, which gives it the desired status within their cultural group, adding meaning as partners in a close relationship (Caprara, G; et al; 2001).

Brand personality has dimensions that reflect both a perception and cognitive level as well as strong affective components while also its personification
It includes not only the attribution of personality and gender characteristics but also a

geographical and territorial association (Denegri, M; 2007).

There are several methods for measuring Brand Personality, but one of the
The most widely used and well-known is the one developed by Aaker based on a series of studies empirical studies conducted in the United States. Since its publication, Aaker's model, J (1997) has been replicated and adapted in various countries around the world and worked on by a large number of researchers (Koebel and Ladwein, 1999; Aaker, J; et al; 2001; Álvarez - Ortiz and Harris; 2002, Supphellen and Grohaug; 2003, Barrios and Massa; 1999, Pirela et al, (2004, Saavedra et al; 2007, Yongjun and Jooyoung; 2010, Freling et al; 2010). The model The aforementioned consists of five main dimensions of brand personality, each one of which is made up of a series of distinctive features.

Brand Personality:

Based on the dimensions of human personality, the study by Aaker, J (1997) It identified “Five Big Dimensions” related to brand personality: the sincerity, emotion, competence, sophistication, and rudeness, which are reflected through of 15 facets, which are explained by 42 traits.

Figure 1: Brand Personality.



Source: Jennifer L. Aaker, 1997.

The importance of brand personality and its construction.

Regarding the construction of a brand personality, understanding that Throughout history, various marketing professionals have attempted to use the brand personality concept as a strategy for selling and communicating value, under the logic that there are many products that offer the same functionality and Competitor strategies to imitate or follow a leader, in an industry with high rivalries between competitors.

According to authors such as Batra, R; et al (1993), brand personality is created applying an integrated system of marketing actions, through: (1) strategies of product, such as characteristics (shapes, functionalities and benefits), characteristics of the packaging (color, size, materials used and shape), (2) communication strategies, logos, slogans or symbols used in all phases of brand communication, advertising, sales promotions, and media, (3) pricing strategies, high or low, even or odd, and (4) distribution strategies, by the associated images to the channels used.

Benefits derived from brand image.

Jiménez, A; et al (2004) points out that companies possess a brand image A strong and unique favorable situation can bring many benefits to organizations, including The main ones include the following:

- **Provides a competitive advantage:** A favorable image helps to compete in a way that The most decisive factor in any market is that the best-perceived and most consistent brands are the ones that are most effective. preferred by the customer.

- **Generates new business opportunities:** the strongest and best-known brands They can provide strategic opportunities to create new lines of products or activities of the organizations.

- **It becomes a financial asset:** The degree of recognition that a brand has In its market, it determines the proportion of the budget that must be invested to give to to know and build a certain reputation.

- **Differentiates and distinguishes itself from the competition:** If managed properly, the image A product's or company's brand efficiently conveys its differences competitive.

- **Builds trust with different audiences:** The best brands are not just admired by their users and clients, but are also capable of generating respect among the adversaries, becoming benchmarks in the market.

- **Capitalize on the sense of belonging:** The maximum value of brand image translates in the degree of appropriation of it by its clients, external or internal.

Figure 2. Benefits of a positive brand image.



Source: Prepared by the author based on "Product and Brand Management", 2004, page 80.

In addition to these benefits, a positive brand image has important consequences for the rest of the elements of the marketing mix:

- **Regarding price:** “A positive brand image allows the company to achieve greater margins and that the consumer response to price increases is more inelastic.” Product and Brand Management, page 80). According to this definition, it is It can be said that the consumer will tend to pay a higher price for the products,

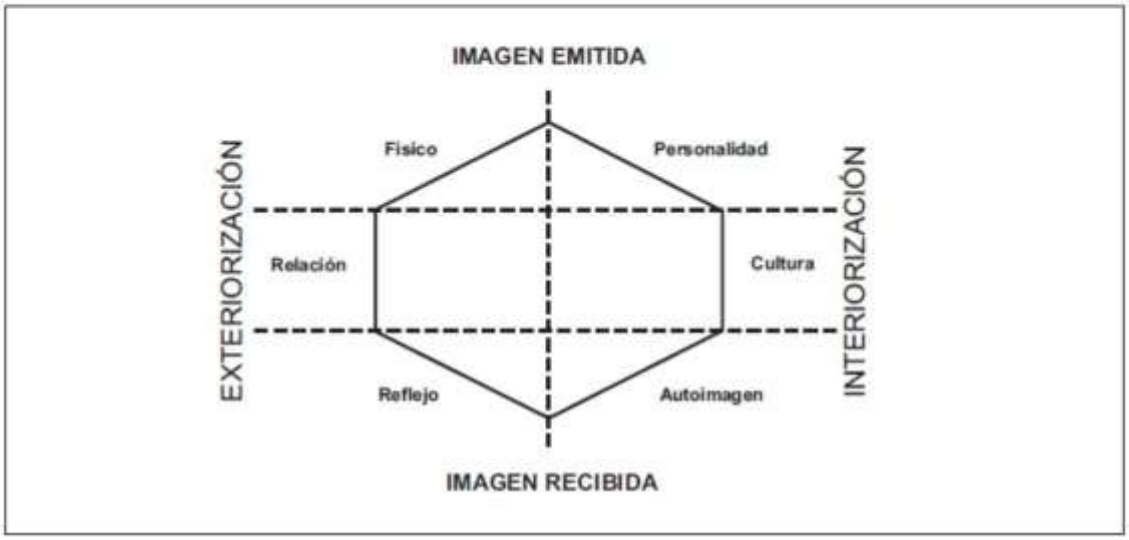
since it assumes that it does so because it offers higher quality.

- **Distribution:** "A positive brand image will cause the consumer to increase the search for the product or service on the channels where it is found." (Address of products and brands, page 80).
- **Communication:** "Increased efficiency in commercial communication of the company, given the effort and advertising exposure that the individual requires will be much smaller." (Product and Brand Management, page 80). According to The previous definition can be complemented by saying that the image acts in a favorable way in the minds of consumers constantly.

Brand Personality and Brand Identity.

According to authors such as Kapferer, J (1992), brand personality is a dimension or a facet of brand identity. It corresponds to those personality traits human attributes that can be attributed to the brand (Figure 3). It integrates, along with culture and the Self-image, the facets of internalization, while the physical, the reflection and the relationship These correspond to the externalization facets of the brand.

Figure 3: Kapferer's Brand Identity Prism



Source: Kapferer (1992)

Following chronologically, authors such as Upshaw, L (1995) refer to the Brand identity as that part of brand equity that is the result of the advantages offered by a brand, which are perceived by the buyer and which make the

to make the purchase of a particular product attractive.

Brand identity is considered the union between brand positioning, Brand personality, culture, and brand image. The latter (Brand Image), Its purpose is to externalize: the product/service, the brand name, its logo, and the Graphic design, among others. With the aim of showcasing its characteristic attributes.

Then, because brand personality according to Upshaw, L (1995), is part An important part of the brand's essence requires a strategy that positions that a personality with human traits that resonates with consumers, in a way that generates positive associations and an image consistent with the proposed personality strategy.

Figure 4: Upshaw's Global Brand Identity



Source: Upshaw (1995)

Identity represents the dimension where the brand should distinguish itself throughout over time, developing its promise to consumers and defining the partnerships that aspires to obtain (Cerviño, J; 2002). Then it can be said that identity is that part

of the brand value that is conveyed to the outside world, offering a set of benefits that They create an attractive image compared to other competing brands.

According to another author, Aaker, J (1996), brand personality is part of the system of brand identity (see figure 5). What it proposes is a system, and it posits that the A brand can be perceived in four different ways: (a) as a product, with attributes, quality and value (perception), uses, users and country of origin; (b) as an organization (company), where there are attributes exclusively originating from the organization (quality, innovation, social responsibility, image) and location (local, national, global); (c) as a person, where the relationships between the brand and the customer are, and the personality that reflects the brand (authentic, energetic, tough, sincere, etc.); (c) as symbol, where the visual image (logos and distinctive typefaces), values and appear culture that the brand represents.

Figure 5: Aaker's Brand Identity 1996



Source: Aaker (1996)

According to Aaker, J (1997), brand personality refers fundamentally to the human personality traits attributed to the brand, therefore, define the personality of brand as “the set of human characteristics associated with a brand”, Therefore, understanding it more as a whole than as a part of identity. This is what that differentiated Aaker from what Kapferer, J (1992), Upshaw, L (1995) and Aaker, J (1996).



To summarize this part about brand personality and brand identity, it You could say that brand identity is what the company wants to instill in its brand; it is to say with the concept or concepts that you are interested in projecting to the clients or stakeholder groups.

Entrepreneurial Concept.

By definition, according to the Royal Spanish Academy (RAE), these concepts are defined as shown below:

Businessman.

1. m. and f. Person who, by concession or contract, carries out a work or exploits a public service.
2. m. and f. Person who opens to the public and operates a show or entertainment.
3. m. and f. employer (ÿ person who employs workers).
4. m. and f. Owner, proprietor or manager of an industry, business or company.

Entrepreneur.

1. adj. One who undertakes difficult or risky actions with resolve.

In order to determine if the study is feasible, it is necessary to understand and know What are the characteristics that entrepreneurs and businesspeople possess, in order to to determine if these qualities can be framed within the concept of “Brand” as such.

For this purpose, various scientific publications have been considered that have made researchers in this area:

- Baudeau, N (1919) was the first to suggest the role of the entrepreneur as a innovative and therefore brought invention and innovation into the discussion. Furthermore, it made emphasis on the ability to process knowledge and information, which makes the entrepreneur of a living and active economic agent.

- Brunet, I and Alarcón, A (2004) cite Baumol (1993) in their research; who

  It states that “It is essential to recognize the characteristics of the entrepreneur and the entrepreneurship insofar as it is supposed to be a factor of economic growth and an essential exponent of the human capital of any society.”

- Brunet, I and Alarcón, A (2004), assign an individual perspective to the concept entrepreneur based on certain personality traits, which manifest themselves to continuation:

  or Individual whose goal is to earn money.

  or That which organizes and directs the combination of productive factors to obtain a product to sell on the market.

  Or, he is confident and adventurous, taking risks to secure an income from "undecided" or "shy".

It is highly innovative. It is around this last characteristic that the old perception of the employer as an exploiter of workers for his own benefit has changed, being perceived, basically, as someone active, daring, bold, Decisive, resolute. Positive connotations that highlight the entrepreneurial nature of businessman, to the point that today he is considered an entrepreneur, like the leading agent of industry who, oriented towards change and growth, leads to development of the economy. From this perspective, the entrepreneur participates vehemently in the creative destruction, by fostering new opportunities and breaking with the status quo underlying.

The entrepreneur, through his innovative capacity, seeks to do things in a certain way newer and better.

From the study of “Knight and his contributions to the theory of the entrepreneur”, Tarapuez E; et al (2008), emphasize that Knight notes that “in the 'game of business', men They shape their own personalities and those of others, while creating a civilization before whose “We cannot be indifferent to its enduring value” (Knight, F; 2002). On this point, in his From his writings, it can be observed that Knight defines the entrepreneur in a vague way and assigns characteristics and attributes such as the following:



- An intelligent person who takes risks and embraces uncertainty and reassures the doubtful or timid.
- Indomitable energy, great optimism, self-confidence, and a lot of faith.
- Creativity and imagination.
- Tenacity and persistence.
- Entrepreneurs are not made, they are born. He argues that the ability to Business is to some degree inherited.
- Effectiveness in achieving benefits.
- Agents of change and innovation.
- Money is their biggest motivator.
- Self-knowledge and knowledge of the sector.
- The success of an entrepreneur depends on three elements: ability, effort, and luck.

METHODOLOGICAL DESIGN

Methodology

Research on the brand image of business owners and entrepreneurs,
The perception held by the inhabitants of the city of Temuco was initiated with the collection and/or analysis of available secondary information through a record, the which was developed under the premise of containing at least 10 theoretical references.

Once the theoretical information extracted from secondary sources has been analyzed, it He decided to begin the investigation based on the 42 traits of human personality in order to Measuring brand image, as proposed by Aaker, J (1997), was based on a... measuring instrument with Likert scale to collect the information.

The estimated application time per survey ranged between 10 and 20 minutes. depending on factors such as the respondent's educational level or the establishment of prior rapport, in addition to aspects specific to the surveyed population, such as the need to express and communicate personal opinions.

The fieldwork was monitored once a week, in order to carry out a control over the planned progress and thus be able to take corrective measures in timely manner for achieving objectives. Such corrective measures were not necessary due to the faithful adherence to the plan in the collection of information.

Data Collection Techniques

The information was collected through primary sources, considering For the application of the questionnaire, a convenience sampling of a non-partial nature was used. probabilistic.

The sample size calculation yielded a total of 400 inhabitants, from a The population of Temuco, comprising 345,240 people, is of a certain size. The population is considered non-finite, therefore the sample calculation was developed under that premise considering a sampling error of 5%, a Z of 1.96 which is a value constant when using 95% confidence levels.

Population	Infinite (345,240) greater than 100,000.-
Sample size	n= 400
Standard Deviation	P= 0.5
Confidence level	Z= 1.96 (95%)
Sampling Error	e= 5%

Study Categories

The research in question is exploratory in nature, as it aims to to delve deeper into a topic not addressed by other researchers, and especially from this perspective perspective in the city of Temuco. The research was considered to be of the non-type Experimental Cross-sectional, since the study did not manipulate the variables, but rather They observed the phenomena as they occur in their natural context. The data, in turn, were They collected in a single period, from June to September of 2021.

The study variables are descriptive in nature, since considering that the The purpose is to describe characteristics and features of the situation or phenomenon under study.

The main function of a mixed descriptive investigation (qualitative and quantitative) is to recognize the value of knowledge as something that has been built through qualitative means, such as psychographic variables (lifestyles, needs and motivation) of the world of businesspeople and entrepreneurs. Another A key feature of the mixed methods approach is that it rejects the dualism that is It establishes a distinction between qualitative or supporting facts and quantitative or subjective methodologies. whose value is based solely on the exclusivity of one and the other.

Conducting mixed research facilitates decision-making for the group. researcher. It is necessary to mention that descriptive studies measure, evaluate or They collect data on the phenomenon being investigated, in order to gather all the information that are obtained in order to arrive at results and conclusions of the Research of Market.

Tools

The measurement instrument includes 48 questions, which were divided into 42 questions associated with the human personality traits proposed by Aaker and 6 demographic questions.

Validation of the instruments

Once the initial data collection instrument was prepared, the following steps were carried out two validation methods, where the questionnaire was applied to 20 individuals who possessed the characteristics necessary for the application of the instrument. This group of individuals They possessed heterogeneous characteristics among themselves in terms of lifestyles, level of income and educational level.

The second validation method was through a “Focus Group” where Marketing professors participated (Dr. Alejandro Gómez Aguilera), research from markets (Dr. Claudia Gómez Gomes) and statistics (Mg. Juan Moncada H.). With this, He sought to perfect the instrument with input from experts and the users themselves. respondents, in order to validate the understanding of the survey, determine a time average response and obtain comments and assessments of the instrument to be applied.

The third validation method was through statistical reliability analysis, such as such as KMO and Bartlett's sphericity test, Cronbach's alpha and analysis of rotated components, which are detailed in section 4, “Field Work”.

The number of items remained unchanged; however, the wording of certain The approach was adjusted to improve understanding.

Fieldwork

The field operation for the collection of quantitative data such as
The qualitative aspect was face-to-face and conducted simultaneously in private and public spaces.
pre-selected. Data collection was carried out by a team of
students from the engineering faculty of the Catholic University of Temuco, who
They were trained to administer the surveys, as was the research team.

The estimated application time per survey ranged between 10 and 20 minutes.
depending on factors such as the respondent's educational level, as well as other aspects
characteristic of the surveyed population, such as the need to express and communicate opinions
personal.

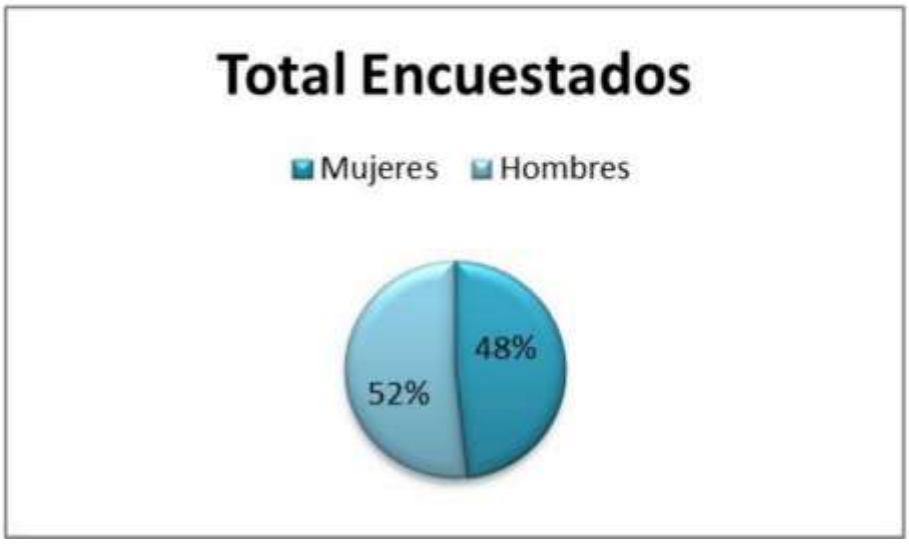
The fieldwork was monitored once a week, in order to carry out a
control over the planned progress and thus be able to take corrective measures in
timely manner for achieving objectives. Such corrective measures were not necessary
due to the faithful adherence to the plan in the collection of information.

Out of a universe of 345,240 people residing in the city of Temuco,
He randomly interviewed 400 people, considering an infinite population.
(more than 100,000 individuals), to perceive the brand image of both the entrepreneur and
from the entrepreneur, therefore it can be concluded that:

- A total of 193 women were interviewed, applying the questionnaire to that number.
  for the study of the businessman as well as for entrepreneur, which corresponds to 48% of
  total number of respondents.

- A total of 207 men were interviewed, applying the questionnaire to that number for the
  study for both business owners and entrepreneurs, which corresponds to 52% of
  total number of respondents.

Chart 1. Graphical representation of total respondents



Source: Own elaboration

On the other hand, the occupation of the people surveyed was grouped into 5 factors Being Unemployed, Self-Employed, Dependent Worker and Others.

• The total number of dependent workers in the sample amounts to 189 people from the of which 96 correspond to women and 92 to men.

• The total number of self-employed workers in the sample amounts to 43 people. of which 18 correspond to women and 25 to men.

• The total number of unemployed in the sample amounts to 57 people, of which 28 29 correspond to women and 29 to men.

• The total number of respondents who considered Other as their occupation amounts to 111 people of which 51 are women and 60 are men.

Chart 1.2: Sample Occupation.

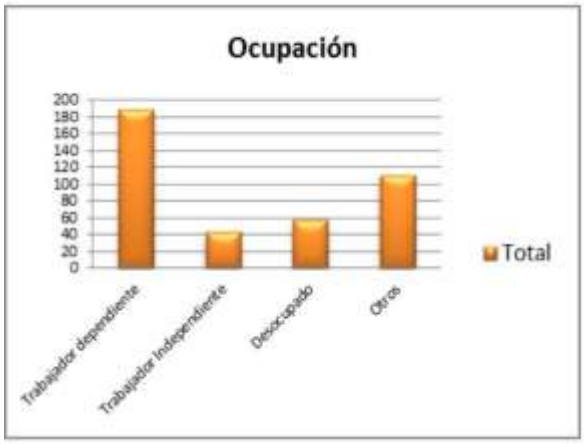
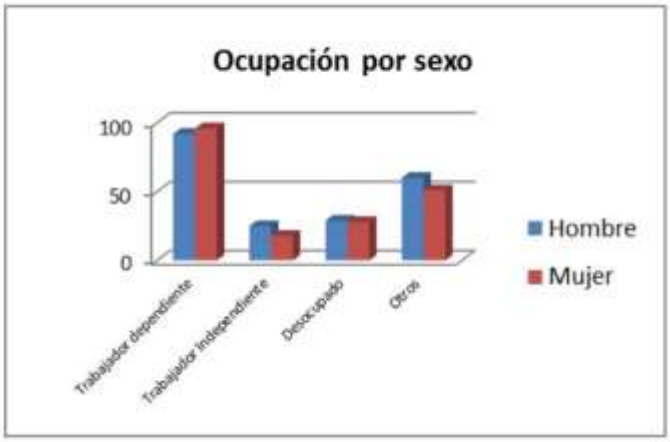


Figure 1.3: Occupation of the sample by Sex

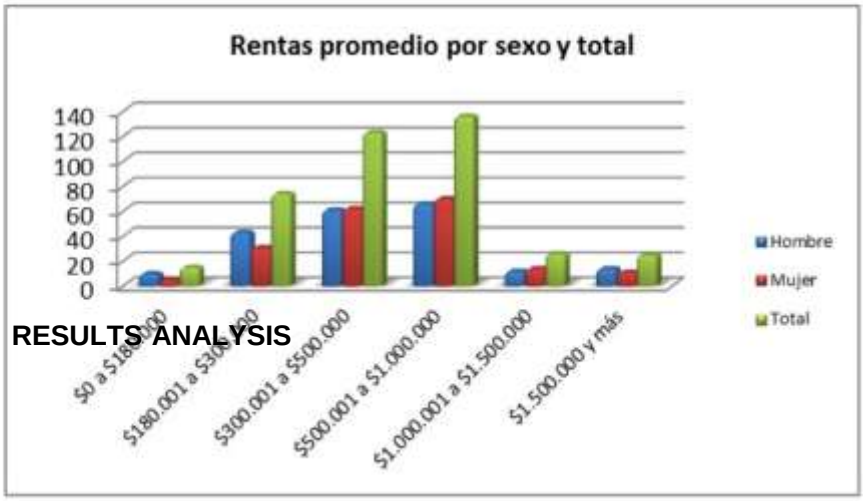


Source: Own elaboration

Average rents were grouped into 6 brackets, ranging from $0 to $180,000. $180,001 to $300,000, $300,001 to $500,000, $500,001 to $1,000,000, $1,000,001 to $1,500,000, $1,500,001 and more.

- People with incomes between $0 and $180,000 correspond to 15 people of the which 5 are women and 10 are men.
- The number of people with incomes between $180,001 and $300,000 amounts to 74 people. of which 31 are women and 43 are men.
- The number of people with incomes between $300,001 and $500,000 amounts to 123 people. of which 62 are women and 61 are men.
- The number of people with incomes between $500,001 and $1,000,000 amounts to 136 people. of which 70 are women and 66 are men.
- The number of people with incomes between $1,000,001 and $1,500,000 amounts to 26 people. of which 14 are women and 12 are men.
- People with incomes between $1,500,000 and more number 25 people out of the of which 11 people are women and 14 are men.

Figure 1.4: Graphical representation of family income in the Sample



RESULTS ANALYSIS

Source: Own elaboration

Statistical validation of the instrument:

KMO Test Analysis and Bartlett's Sphericity.

The Kaiser-Meyer-Olkin (KMO) test measures the suitability of the data for performing a correct factor analysis, comparing the values of the correlation coefficients observed with the partial correlation coefficients. If the sum of the squares of the The partial correlation coefficients between all pairs of variables are small in Compared to the sum of the squared correlation coefficients, this measure tends to one. For Kaiser, H (1974) the results of the factor model will be excellent if the The KMO index is between 0.9 and 1; good, if it is between 0.8 and 0.9; acceptable, if it is between 0.7 and 0.8; mediocre or regular, when it is between 0.6 and 0.7; bad, if it is between 0.5 and 0.6; and unacceptable or very bad when it is less than 0.5.

Table 3: KMO and Bartlett's sphericity test

Businessman		Entrepreneur	
Sample adequacy measure by Kaiser-Meyers-Olkin	,908	Sample adequacy measure of Kaiser-Meyers-Olkin	,879
Bartlett's sphericity test	851	Bartlett's sphericity test	861
Next.	,000	Next.	,000

Source: Own elaboration.

Table 3, shown above, indicates a sampling adequacy measure of KMO of 0.908 for the entrepreneur, which for Kaiser is an “excellent” factorial model, which suggests that the model's structure is consistent, that is, that there exists correlation between the variables (traits) that comprise it. Meanwhile, for the entrepreneur, it is It observes a sampling adequacy measure of 0.879, which according to Kaiser is "Good", these indicators help demonstrate that the sampling adequacy is good; this means that the Data obtained from surveys are suitable for factor analysis of the set of data collected.

Continuing with the analysis, it can be seen that the significant or p-value is 0.000 is well below the upper threshold of 0.05, which is good because it corroborates the KMO and Bartlett tests, therefore, can be followed up with factor analysis.

Reliability statistics (Cronbach's alpha).

The internal consistency method based on Cronbach's alpha allows us to estimate the reliability of a measuring instrument through a set of items that are expected to measure the same construct or theoretical dimension.

The validity of an instrument refers to the degree to which the instrument measures that that it intends to measure.

The reliability of the instrument's internal consistency can be estimated with alpha Cronbach's alpha. The reliability measure using Cronbach's alpha assumes that the items

(measured on a Likert-type scale) measure the same construct and are highly correlated (Welch, B and Comer, J; 1998). The closer the value of Alpha to 1 greater is the internal consistency of the analyzed items. The reliability of the scale It must always be obtained with the data from each sample to guarantee a reliable measurement of construct in the specific research sample.

As a general criterion, George, D and Mallery, P (2003) suggest the The following recommendations are used to evaluate Cronbach's alpha coefficients:

- Alpha coefficient >.9 is excellent
- Alpha coefficient >.8 is good
- Alpha coefficient >.7 is acceptable
- Alpha coefficient >.6 is questionable
- Alpha coefficient >.5 is poor
- Alpha coefficient <.5 is unacceptable

Table 4: Reliability Statistics

	Cronbach's alpha
Businessman	**,935**
Entrepreneur	**, 919**

Source: Own elaboration.

The reliability analysis of the measurement instrument (survey) that collects the information on the entrepreneurial concept, for which it yields a Cronbach's Alpha of 0.935, which is interpreted as an excellent indicator and therefore the variables or The items measure a single construct: brand image. The same situation occurs when Analyzing the entrepreneurial concept, we obtain a Cronbach's Alpha of 0.919.

Table 5: Cronbach's Alpha analysis if the Entrepreneur element is removed.

Cronbach's alpha if the element		
Realistic	.934Actual	.932
Familiar	.933Reliable	.932
Village	.933Worker	.932
Honored	.933 Insurance	.933
Sincere	.933Intelligent	.932
Authentic	.933Specialist	.933
Healthy	.932Corporate Image	.933
Original	.932Successful	.933
Cheerful	.932Leader	.933
Emotional	.932Confident	.933
Friendly	.932Upper Class	.935
Bold	.934 Glamorous	.934
Modern	.933Attractive	.932
Exciting	.932Charming	.932
With Vitality	.932Female	.935
Brilliant	.932Delicate	.934

Youth	.932Campestre	.934
Imaginative	.932Male	.934
Distinguished	.932 Western	.936
Contemporary	.933Resistant	.933
Independent	.933Rudo	.935

Source: Own elaboration.

Table 5 of Total-Item Statistics, specifically Cronbach's Alpha if Remove the element, indicating what would happen to the reliability of the instrument. measurement if it eliminates any particular item or feature.

For the measurement instrument, corresponding to measuring the perception about the entrepreneur, it can be concluded that all items contribute to the measurement of the construct Brand Image, since, by eliminating any feature of the measuring instrument, the Alpha Cronbach's alpha would decrease from 0.935, except for the traits Upper Class, Feminine, and Tough, where if any of these are removed, Cronbach's Alpha would still be 0.935.

Table 6: Cronbach's Alpha analysis if the Entrepreneur element is removed.

Cronbach's alpha if element is removed		
Realistic	,918Actual	,917
Familiar	,918Reliable	,917
Village	,919Worker	,918
Honored	,917Insurance	,917
Sincere	,917Intelligent	,917
Authentic	,917Specialist	,917
Healthy	,917Image Corporate	,918
Original	,918Successful	,917
Cheerful	,917Leader	,917
Emotional	,918Confident	,917
Friendly	,917Upper class	,918
Bold	,919Glamurous	,918
Modern	,918Attractive	,918
Exciting	,917Charming	,916
With vitality	,918Female	,918
Brilliant	,916Delicate	,918

Youth	,917Campestre	,919
Imaginative	,917Male	,919
Distinguished	,917 Western	,920
Contemporary	,917Resistant	,918
Independent	,918Rough	,920

Source: Own elaboration.

Table 6 of Total-Item Statistics, specifically Cronbach's Alpha if Remove the element, indicating what would happen to the reliability of the instrument. measurement if it eliminates any particular item or feature. In this case, the table is for To measure an entrepreneur, all variables contribute information to measuring the construct. The entrepreneur's brand image; there are 4 traits that, when eliminated, do not affect the model, since Cronbach's Alpha is not altered by removing them from the instrument measurement, these are: Country, Daring, Country and Masculine.

Rotated Components Analysis by the Entrepreneur

The principal components method aims to transform a set from original variables, into a new set of variables (without losing information), linear combination of the originals, called principal components (factors). Principal component analysis seeks to find these components or factors, which They are characterized by being correlated with each other, which successively explain the greatest part of the total model variance.

Table 7: Rotated component matrix according to SPSS analysis

Rotated Components Matrix					
	Component				
	1	2	3	4	5
Realistic	0.035	0.071	0.544	-0.004	0.312
Familiar	0.052	0.41	0.506	0.189	-0.027
Village	0.138	0.181	0.472	0.322	-0.137
Honored	0.211	0.194	0.776	-0.014	-0.108
Sincere	0.152	0.208	0.803	-0.018	0.015
Authentic	0.192	0.099	0.729	0.033	0.27
Healthy	0.301	0.364	0.367	0.166	0.173
Original	0.158	0.297	0.47	0.032	0.418
Cheerful	0.365	0.533	0.351	0.116	-0.028
Emotional	0.156	0.542	0.374	0.19	0.021
Friendly	0.158	0.628	0.354	0.058	-0.067
Bold	0.173	0.382	0.058	-0.06	0.29
Modern	0.084	0.495	0.131	-0.089	0.439
Exciting	0.162	0.601	0.111	0.235	0.185
With Vitality	0.259	0.659	0.168	0.035	0.045

Brilliant	0.285	0.62	0.198	0.258	-0.054
Youth	0.137	0.656	0.226	0.322	0.008
Imaginative	0.406	0.488	0.167	0.004	0.222
Distinguished	0.372	0.514	-0.038	0.183	0.202
Contemporary	0.331	0.457	-0.009	0.083	0.242
Independent	0.576	0.261	0.003	0.077	0.256
Current	0.603	0.292	0.193	0.003	0.176
Reliable	0.431	0.33	0.533	0.143	-0.062
Worker	0.77	0.234	0.208	0.05	-0.089
Sure	0.678	0.164	0.19	-0.032	0.164
Intelligent	0.717	0.283	0.088	0.115	-0.047
Specialist	0.61	0.155	0.258	0.135	0.054
Image Corporate	0.28	0.023	0.206	0.141	0.585
Successful	0.494	0.087	0.081	0.12	0.345
Leader	0.484	0.153	0.246	-0.009	0.417
Confident	0.3	0.154	0.434	0.063	0.393
Upper Class	0.082	0.028	-0.245	0.473	0.548
Glamorous	0.09	0.184	-0.098	0.506	0.494

Attractive	0.135	0.143	0.301	0.588	0.276
Charming	0.04	0.298	0.32	0.58	0.203
Female	-0.064	0.18	0.027	0.67	0.028
Delicate	-0.154	0.29	0.051	0.664	0.077
Country	0.088	0.145	0.158	0.65	-0.24
Male	0.293	-0.164	0.104	0.549	0.118
Western	0.124	0.055	-0.323	0.499	0.028
Resistant	0.56	0.172	0.031	0.27	0.129
Rude	0.235	-0.039	0.018	0.431	0.025

Source: Own elaboration.

According to the analysis of the rotated component matrix, it can be said that within The following dimensions (columns of the matrix), the cells in yellow represent the factors present within the dimension according to the responses of the individuals and insofar as The answers in green mean that that factor largely explains not one but two dimensions and therefore it is convenient to omit it from the analysis of the results.

Figure 7: Brand Personality of the Entrepreneur according to the results obtained.



Source: Own elaboration.

Figure 7: Brand Personality of the Entrepreneur according to the results obtained, It shows the composition of the study according to the different dimensions obtained in the In the research, the factors were grouped into 5 dimensions according to the component matrix Main ones. These were: Self-actualization, Extraversion, Integrity, Recognition and Elite.

The results of the descriptive analysis by dimension are presented below. with the aim of drawing conclusions about the perception that the inhabitants of the city of Temuco regarding the entrepreneurial concept.

Rotated Components Analysis Entrepreneur

Table 8: Rotated component matrix Entrepreneur according to SPSS analysis

Rotated component matrix					
	Component				
	1	2	3	4	5
Realistic	,302	-,012	,091	,492	095
Familiar	,014	,224	029	,707	059
Village	-,123	,309	0.065	,614	-,036
Honored	,262	-,011	,136	,715	,098
Sincere	,341	,004	,197	,567	015
Authentic	,332	-,009	,172	,623	059
Healthy	,366	029	,380	,343	-,064
Original	,182	-,171	,401	,465	057
Cheerful	,115	,008	,405	,529	,255
Emotional	-,015	,217	,430	,403	,014
Friendly	047	,123	,566	,393	,189
Bold	,192	-,006	,630	-,079	0.025
Modern	,457	-,042	,526	,019	-,073
Exciting	,067	,141	,693	,213	0.025
With vitality	,242	-,091	0.560	,200	,166

Brilliant	,218	0.250	,627	,130	0.075
Youth	,162	,268	,520	,181	0.075
Imaginative	,365	-,102	,515	,152	,215
Distinguished	,395	,371	,293	,185	-,129
Contemporary	,507	,110	,242	,154	051
Independent	,476	-070	,162	,222	,117
Current	,413	026	,331	,348	0.025
Reliable	,442	-,014	,229	,297	,302
Worker	,352	-,237	,210	,259	,437
Sure	,557	-,016	,203	,194	,315
Intelligent	,629	,014	,216	0.025	,307
Specialist	,596	,206	,234	,117	,003
Corporate Image	,672	,255	-,009	,023	-,122
Successful	,667	,217	,081	,122	,042
Leader	,687	040	0.060	095	,142
Confident	,493	,262	,204	,108	-,009
Upper class	,342	,653	-,015	-,106	-,137
Glamorous	,325	,704	-,017	-,034	-056
Attractive	,227	,635	,033	-058	,324

Charming	,249	,594	,130	058	,403
Female	045	,673	-,004	,231	,137
Delicate	,063	,728	,041	,180	-,004
Country	-,118	,693	0.050	,190	-,024
Male	-075	,566	,205	-,093	,320
Western	,022	0.565	,081	-,017	,036
Resistant	,153	,133	,184	,123	,687
Rude	,011	,296	-,034	058	,633

Source: Own elaboration.

Analysis of Table 8: Rotated Components Matrix Entrepreneur according to SPSS analysis is performed similarly to the entrepreneur's analysis, as follows:

Figure 8 presents the composition of the dimensions.

Analysis and Discussion of the Dimensions Obtained

Results Analysis for Entrepreneur

Next, a descriptive analysis will be carried out by dimension with the objective of to draw conclusions about the perception held by the inhabitants of the city of Temuco about the entrepreneurial concept.

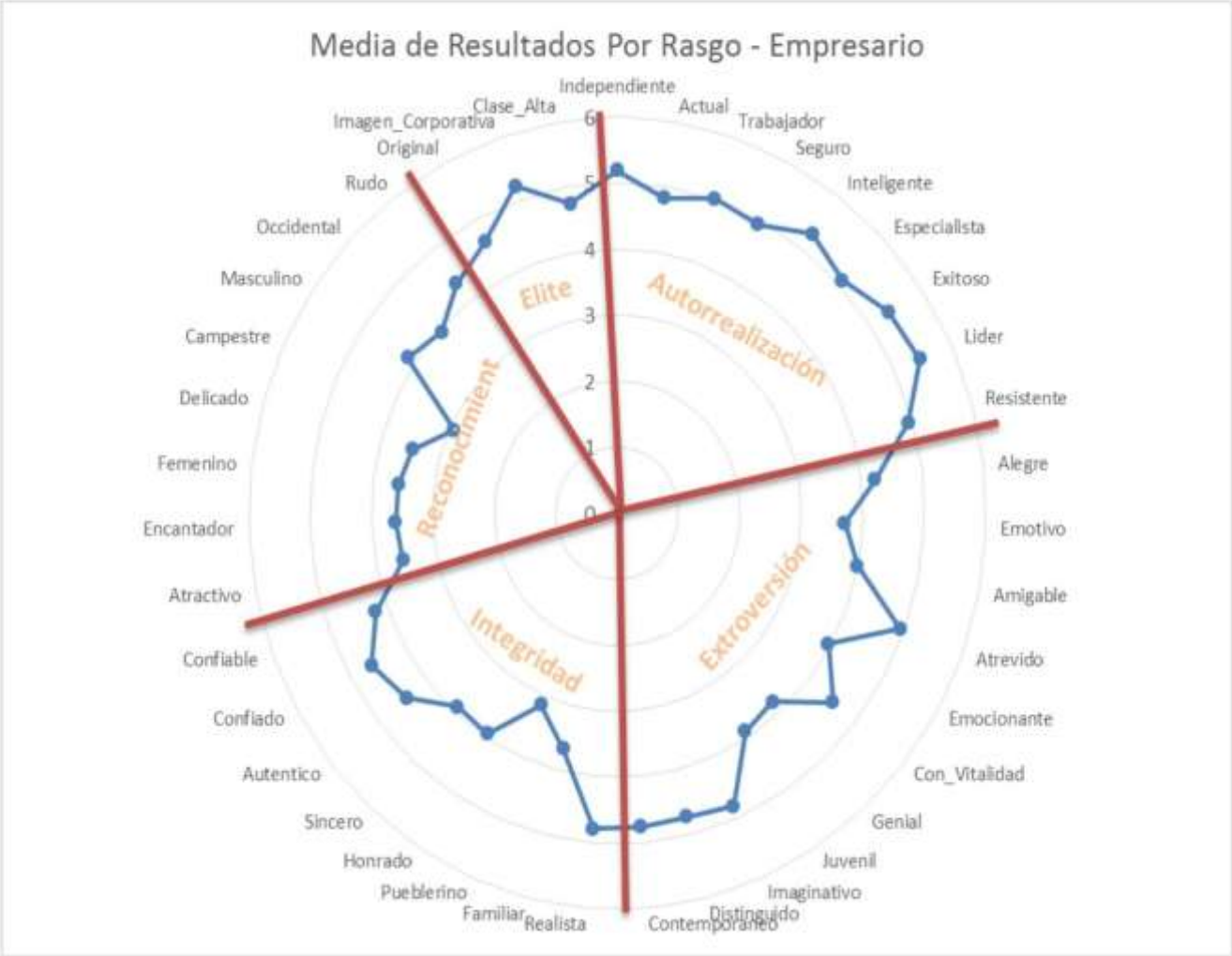
Chart 2, shown below, illustrates the evaluations of each trait and These are grouped and separated by dimension, where it is possible to see that The Self-actualization dimension is the one that is most highly valued by the inhabitants of In the city of Temuco, in general the features of this dimension were rated above 5 or very close to 5 in a semi-uniform way.

It is possible to see that the Recognition dimension was the least developed dimension. valued by the inhabitants of the city of Temuco, where the appreciation of its features predominated within the score 3.

The most valued trait, and therefore the one that is most valued by the residents of the city of Temuco's most clearly perceived strength within the business concept is its Leadership, a trait which obtained a score of 5.45. The trait Success follows closely behind.
They received a rating of 5.36 points, therefore they are also perceived as successful people.

On the other hand, the businessman is not considered to be rural or small-town because the residents of Temuco, where their ratings reached the lowest averages,
These being 2.94 and 3.15 respectively.

Graph 2: Graphical representation of the means for the Entrepreneur construct.



Source: Own elaboration

Dimension: "Personal Fulfillment"

This dimension refers to the degree to which the inhabitants of the city of In Temuco, entrepreneurs are perceived as self-actualized individuals who value... characteristics such as whether they are successful, self-confident, leaders, independent and among others.

Table 9: Descriptive Statistics Personal Fulfillment Dimension - Entrepreneur

	Average	Std. dev.
Independent	5.19	1,555
Current	4.83	1,720
Worker	5.02	1,826
Sure	4.93	1,790
Intelligent	5.29	1,612
Specialist	5.08	1,572
Successful	5.36	1.299
Leader	5.45	1,440
Resistant	4.93	1,624
Average dimension 5.12		

Source: Own elaboration.

The traits of this dimension average a score of 5.12, which reflects that The inhabitants of the city of Temuco have an image of the businessman as a person self-actualized, where the Leader Trait is the one that stands out the most in this dimension with a The overall rating is 5.45, and the Current trait, with a score of 4.83, is the least valued within this category. dimension, even so it is above the threshold of 4 points which is why it is considered by the inhabitant of the city of Temuco as current people.

Dimension: "Extroversion"

The Extroversion dimension refers to the degree to which the inhabitants of the The city of Temuco perceives the businessman in this way, valuing traits or characteristics of this group of individuals such as vitality, emotion, joy, joviality, distinction, and among others.

Table 10: Descriptive Statistics Extroversion- Entrepreneurial Dimension.

	Average	Std. dev.
Cheerful	4.23	1,694
Emotional	3.70	1,662
Friendly	3.99	1,758
Bold	4.92	1,699
Exciting	3.96	1,638
With Vitality	4.53	1,608
Brilliant	3.81	1,713
Youth	3.90	1,746
Imaginative	4.82	1,625
Distinguished	4.73	1,735
Contemporary	4.76	1.471
Average dimension 4.30		

Source: Own elaboration.

The traits of this dimension average a score of 4.30, which reflects that
The resident of the city of Temuco assigns an almost neutral value to the dimension
Extroversion, even so, is 0.3 points above the threshold of complete neutrality.
In this dimension, the traits of being bold and imaginative are those that have the highest value.
These being 4.92 and 4.82 respectively.

On the other hand, the least valued traits are Emotional and brilliant, while being valued with an average of 3.7 and 3.81, therefore the inhabitants of Temuco do not consider the Businessman in general as an emotional or brilliant person, what's more, he's not even that considered friendly, exciting and youthful.

Dimension: "Integrity"

The integrity dimension refers to the degree to which the city's inhabitants
People from Temuco perceive businesspeople as generally honest individuals, where they value
Characteristic traits of this group of individuals such as Realistic, Family-oriented, Honest
and among others.

Table 11: Descriptive Statistics Integrity Dimension - Entrepreneur.

	Mean	Std. Dev.
Realistic	4.79	1.605
Familiar	3.67	1,641
Village	3.15	1,668
Honored	3.95	1,792
Sincere	3.91	1,805
Authentic	4.42	1,754
Confident	4.61	1,760
Average dimension 4.07		

Source: Own elaboration.

Overall, this dimension averaged a neutral rating of 4.07 points, therefore which the inhabitant of the city of Temuco does not consider the businessman as a person you integrate.

The traits evaluated below 4 points and therefore do not represent this Characteristics of the businessman are: Family-oriented, small-town, honest, and sincere.

Conversely, he is considered to be Realistic and Confident, being evaluated with a score of 4.79 and 4.61 respectively.

Dimension: "Recognition"

This dimension refers to how the inhabitant of the city of Temuco identifies the entrepreneur, whether as trustworthy, attractive, feminine, tough and among others.

Table 12: Descriptive Statistics Recognition Dimension - Entrepreneur.

	Average	Std. dev.
Reliable	4.20	1,860
Attractive	3.55	1,635
Charming	3.61	1,757
Female	3.58	1,728
Delicate	3.47	1,671
Country	2.94	1,580
Male	4.14	1,766
Western	3.96	1,702
Rude	4.35	1,724
Average dimension 3.87		

Source: Own elaboration.

The Recognition dimension averaged a score of 3.87 points, therefore
This is interpreted as a lack of identity in this group of individuals in general.

Between the Masculine and Feminine traits, it can be concluded that the entrepreneur is perceived as a male figure since his score was 4.14 compared to
the 3.58 points that the feminine trait obtained.

Only three traits were rated positively and are therefore considered characteristics traits present in the businessman: Reliable, Masculine, and Tough.

The traits: Attractive, Charming, Feminine, Delicate, Country and Western
They are found below the threshold for identifying this trait in entrepreneurs, therefore
They are not considered as such.

Dimension: "Elite"

The Elite dimension, as defined by the Royal Spanish Academy, means:
Select or ruling minority, that is why in this dimension the inhabitants of the city of Temuco valued characteristics or traits such as Originality, Corporate Image and Class High.

Table 13: Descriptive Statistics Elite-Entrepreneur Dimension.

	Average	Std. dev.
Original	4.63	1,715
Corporate Image	5.22	1,499
Upper Class	4.74	1,722
Average dimension 4.86		

Source: Own elaboration.

This dimension averaged a rating of 4.86 points, therefore it can be conclude that the inhabitant of the city of Temuco has an image about the businessman like that of an elitist.

The feature that received the highest score was Corporate Image,
This rating was 5.22 points, and the least rated trait was Original, with
4.63 points.

Results Analysis by Sex

Table 14: Summary of Means by Dimension and Sex of the Entrepreneur

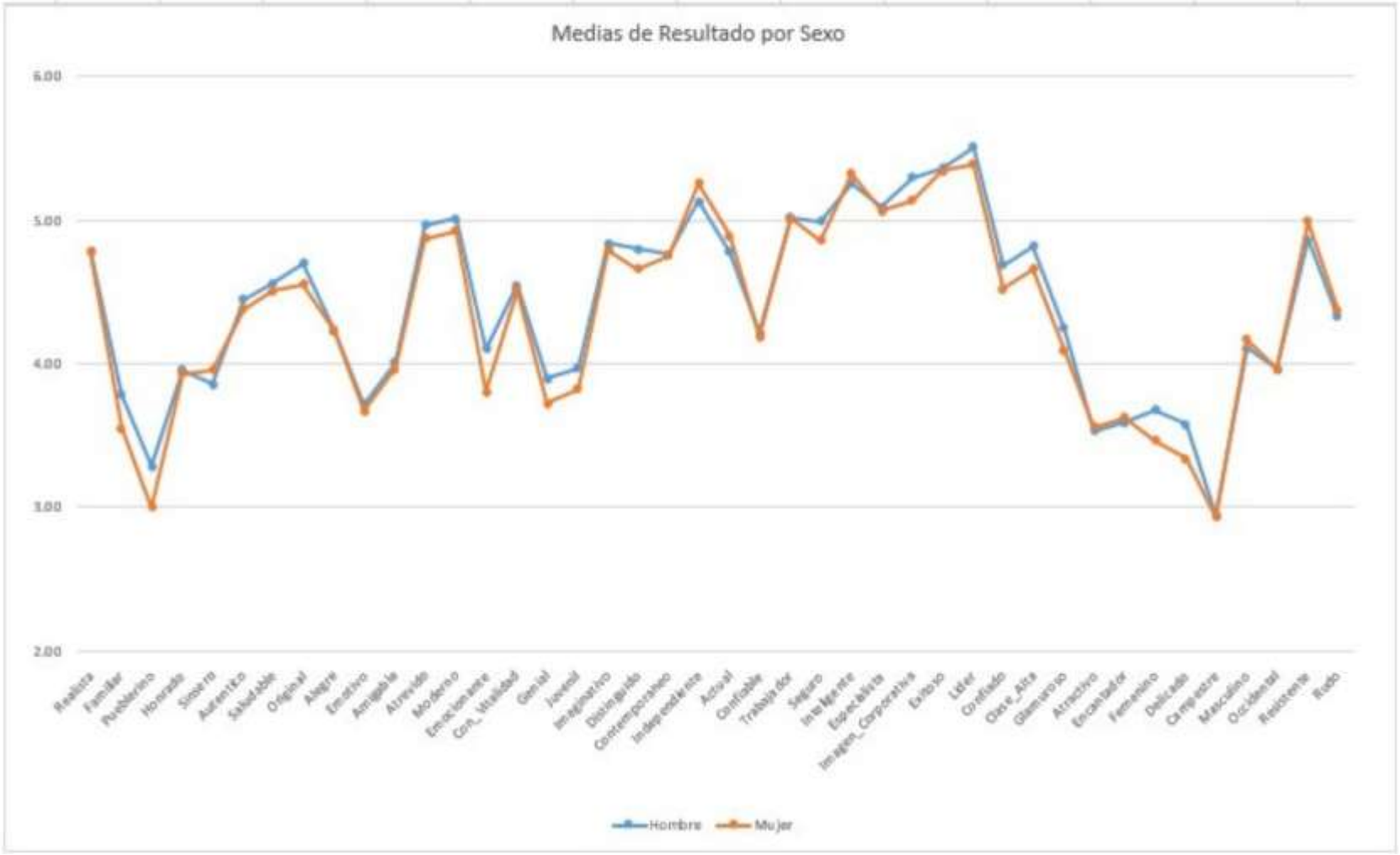
Dimension	Male	Female
Self-actualization	5.11	5.13
Extroversion	4.35	4.26
Integrity	4.12	4.02
Recognition	3.77	3.74
Elite	4.94	4.78

Source: Own elaboration.

From the summary table of means by dimension and sex it is possible to determine that
In general, the ratings are similar between sexes, even so the male gender assigns
a higher score for each dimension of the entrepreneur, except for the dimension
Self-actualization, where the female gender assigns 0.014 more points of value to
this dimension compared to its male counterpart.

The largest score difference is 0.15 points between men and women.
This difference corresponds to the Elite dimension, where men possess a
The image of the businessman as superior, like that of someone from the elite, compared to the gender female.

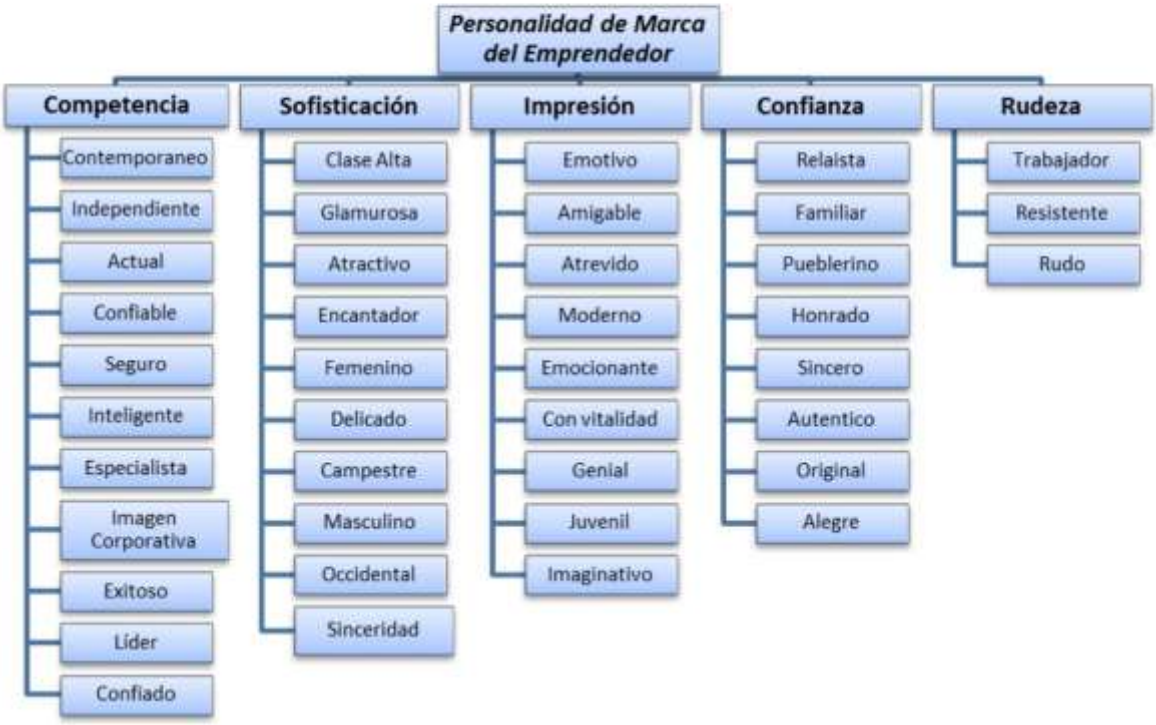
Chart 3: Average results of the 42 Traits by Sex.



Source: Own elaboration.

Results Analysis for the Entrepreneur

Figure 8: Entrepreneur's Brand Personality according to the results obtained.



Source: Own elaboration.

According to the results obtained, Figure 8 shows the composition of the dimensions and features and presents some differences to those proposed by Aaker, J (1996) due to cultural and social factors in the region.

Next, a descriptive analysis will be carried out by dimension with the objective to draw conclusions about the perception that the inhabitants of the city have of Temuco about the entrepreneurial concept.

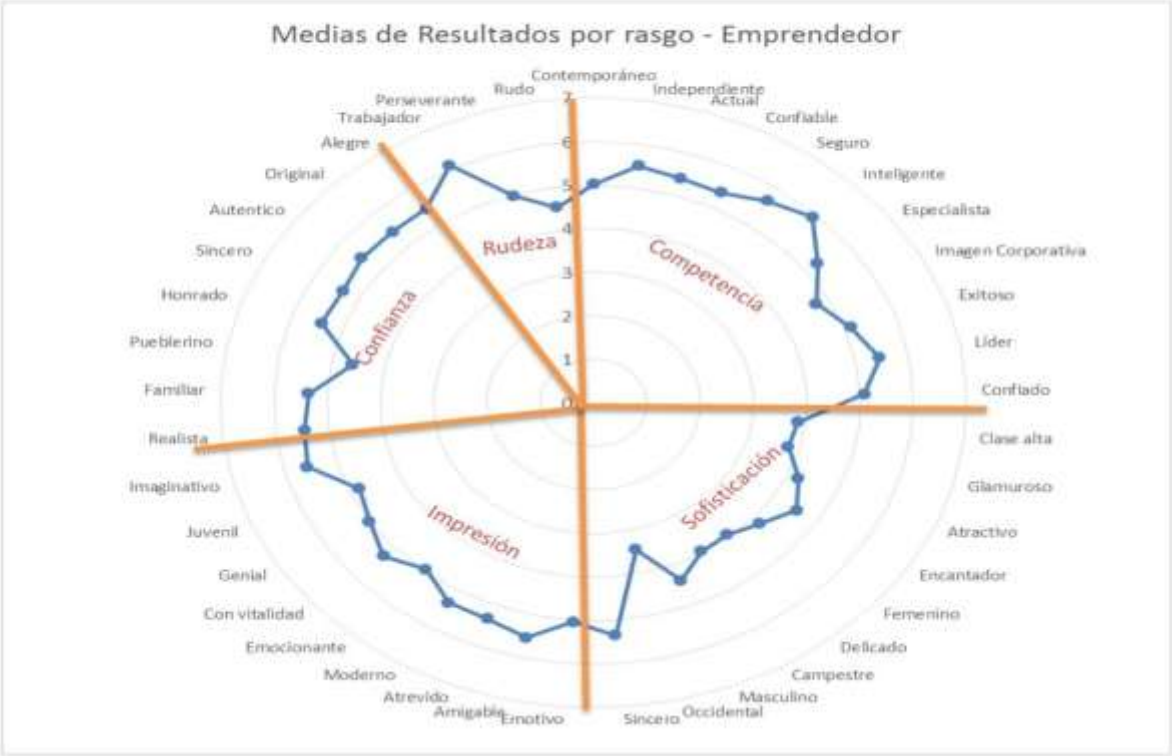
Similar to the analysis done for business owners, a chart is presented. explanatory (see graph 4) general of the responses obtained from the individuals to ask them about the concept of entrepreneurship.

As you can see, the traits that people value most in the Entrepreneurs are: hardworking, intelligent, a leader, imaginative. This means that the Most people surveyed agree that these skills are present in the concept of an entrepreneur.

On the other hand, the personality traits least valued by people

When asked about entrepreneurs, the types are: Contemporary, Western, Glamorous, Upper class. Village.

Graph 4: Graphical representation of the means for the Entrepreneur construct.



Source: Own elaboration.

Next, a descriptive analysis will be carried out by dimension with the objective of to draw conclusions about the perception held by the inhabitants of the city of Temuco about the entrepreneurial concept.

"Competition" Dimension

This dimension refers to the degree to which the inhabitants of the city of In Temuco, they perceive entrepreneurs as competent individuals in their work. work or what they wish to do, terms such as whether they are good leaders, whether they are successful in What they develop, whether they are specialists in the topics they deal with, among other things, are traits who value and seek to identify this concept of competence.

Table 15: Descriptive Statistics Dimension Competence - Entrepreneur.

	Average	Std. dev.
Contemporary	5.01	1,459
Independent	5.5	1,465
Current	5.4	1,343
Reliable	5.38	1,319
Sure	5.67	1.35
Intelligent	5.92	1,231
Specialist	5.28	1,403
Corporate Image	4.75	1,677
Successful	5.12	1,527
Leader	5.46	1,378
Confident	5.08	1,482
Average dimension	**5.32**	

Source: Own elaboration.

These 11 traits average a score of 5.32, which reflects that the inhabitant of The city of Temuco has an image of the entrepreneur as a competitive person.

Within the Competitive dimension, the most valued traits do not exceed 6 points on the Likert scale, these being: First place Intelligent with a weighting of 5.92 On average, which means that those surveyed think and agree that The entrepreneur is an intelligent person, as well as confident, since this trait The average is very similar to the previous one (5.67). The trait that respondents valued least was the Corporate Image section did not achieve a score higher than 4.75.

Dimension "Sophistication"

This dimension refers to the degree to which the inhabitants of the city of In Temuco, they perceive entrepreneurs as elegant in their work. work and/or their personality, terms such as whether they are upper class, whether they are charming and glamorous, or defined as sincere in their work environment, among others, are traits that They value and seek to identify this concept of elegance.

Table 16: Descriptive Statistics Sophistication Dimension - Entrepreneur.

	Average	Std. dev.
Upper class	3.85	1,689
Glamorous	3.78	1,739
Attractive	4.21	1,706
Charming	4.53	1,689
Female	4.17	1,764
Delicate	3.93	1,733
Country	3.96	1,784
Male	4.39	1,702
Western	3.46	1,757
Sincere	5.35	1,327
Average dimension	**4.16**	

Source: Own elaboration.

In total, these 10 traits average a score of 4.16, which reflects that the

A resident of the city of Temuco does not have an image of it and/or does not consider it to be of great importance.

a stylish person.

Within the "Elegance" dimension, the only trait that stands out most is

5.35 points on the Likert scale is Sincere, being the most valued by the respondents.

unlike the Western trait which has a very low value (3.46) being not

representative of the people interviewed, as well as the delicate features,

rural and upper class.

Dimension "Printing"

This dimension refers to the degree to which the inhabitants of the city of

In Temuco, they perceive entrepreneurs as approachable people (Personal impression) in the performance of their work and/or their way of being, terms such as whether they are daring, if They always maintain a friendly posture, if they have a lot of vitality in the area where they are These are, among other things, traits that they value and seek to identify within this concept of "Impression".

Table 17: Descriptive Statistics Close - Entrepreneurial Dimension.

	Average	Std. dev.
Emotional	5.04	1,473
Friendly	5.53	1,305
Bold	5.34	1,510
Modern	5.33	1,300
Exciting	4.95	1,355
With vitality	5.28	1,496
Brilliant	5.01	1,504

Youth	4.82	1,540
Imaginative	5.56	1,424
Average dimension 5.21		

Source: Own elaboration.

In total, these 9 traits average a score of 5.21, which reflects that the A resident of the city of Temuco has an image of, and/or largely considers it to be, a close person.

Within the "Impression" dimension, the features that stand out the most are Imaginative and Friendly with an average rating of 5.56 and 5.53 respectively, even so It should be noted that the average does not exceed 5.6 points, which is not a very high score. considering that the scale applied includes up to 7 points, which suggests While these traits are valued, they are not valued to a high degree. Furthermore, On the other hand, the traits that respondents valued least were Youthful and Exciting, with a average of 4.82 and 4.95 respectively.

Dimension “Trust”

This dimension refers to the degree to which the inhabitants of the city of In Temuco, they perceive that entrepreneurs have “confidence” in their performance. work and/or their way of being, terms such as whether they are sincere, authentic, or honest in the area in which they operate, among other things, these are traits that they value and seek to identify this concept of “trust”.

Table 18: Descriptive Statistics Confidence Dimension - Entrepreneur.

	Average	Std. dev.
Realistic	5.45	1,374
Familiar	5.35	1,489
Village	4.60	1,769
Honored	5.42	1,414
Sincere	5.35	1,327
Authentic	5.47	1,324
Original	5.44	1,402
Cheerful	5.45	1,307
Average dimension 5.32		

Source: Own elaboration.

In total, these 8 traits average a score of 5.32, which reflects that the A resident of the city of Temuco has an image of, and/or largely considers it to be, a a person who possesses “confidence”.

In the trust dimension, the trait that respondents value most is authenticity and honored with a score of 5.47 and 5.42 respectively. On the other hand, the only trait The trait that respondents considered least valued for this dimension is "small-town," since its score does not reach 5 points (4.6), all other features being above 5 points.

Dimension “Rudeness”

This dimension refers to the degree to which the inhabitants of the city of In Temuco, they perceive that entrepreneurs possess "Rudeness" in the performance of their work and/or in their character, terms such as whether they are hardworking, resilient, and tough in the area in The one that unfolds, are traits that are valued and intended to identify this concept of "Rudeness".

Table 18: Descriptive Statistics Rudeness Dimension - Entrepreneur.

	Mean Std.	Dev.
Worker	6.08	1,136
Resistant	4.98	1,633
Rude	4.54	1,734
Average dimension 5.2		

Source: Own elaboration.

In total, these 3 traits average a score of 5.2, which reflects that the A resident of the city of Temuco has an image of, and/or largely considers it to be, a a person who possesses “Rudeness”.

Within the Rudeness dimension, the most representative and/or valued traits by the The trait most frequently mentioned by respondents is Worker, with a score of 6.08, which is very high compared to others. with the traits found in the dimension, such as rough and resistant, which They do not exceed a score of 5 points.

Results Analysis by Sex

Table 19: Summary of Means by Dimension and Sex

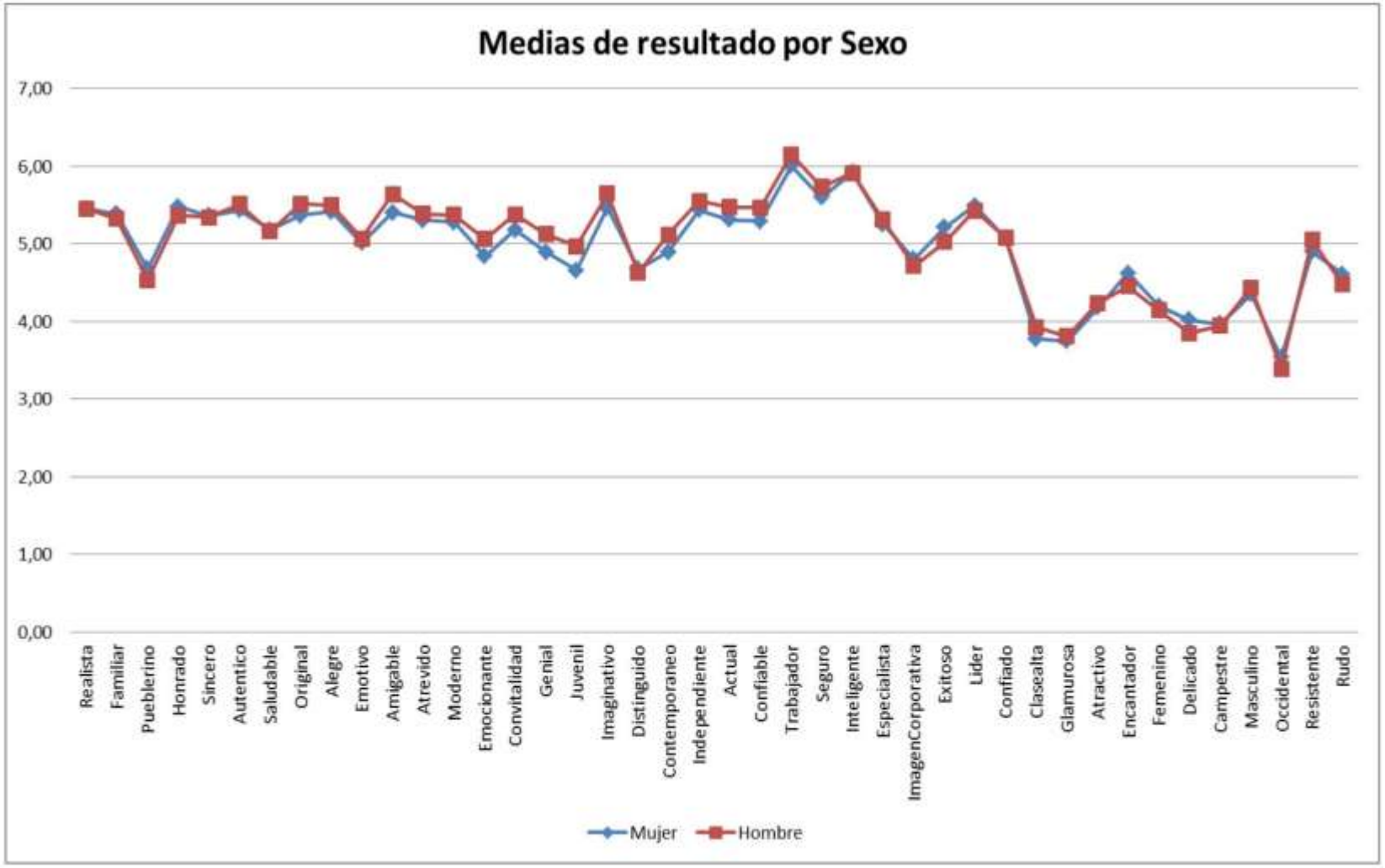
Dimension	Male	Female
Competitive	5.35	5.3
Sophistication	4.15	4.29
Impression	5.29	5.11
Trust	5.3	5.32
Rudeness	5.22	5.17

Source: Own elaboration.

From the summary table of means by dimension and sex it is possible to determine that In general, the ratings are similar between sexes, even so the male gender assigns a higher score for each dimension of the entrepreneur, except for the dimension elegance, where the female gender assigns 0.14 points more to said value dimension compared to its male counterpart and the confidence dimension in where the female sex gives it a higher rating with 0.02 compared to the male sex male.

The largest score difference is 0.18 points between men and women, said The difference corresponds to the close dimension, where men possess an image The businessman's superior and they see him as someone close compared to the gender female.

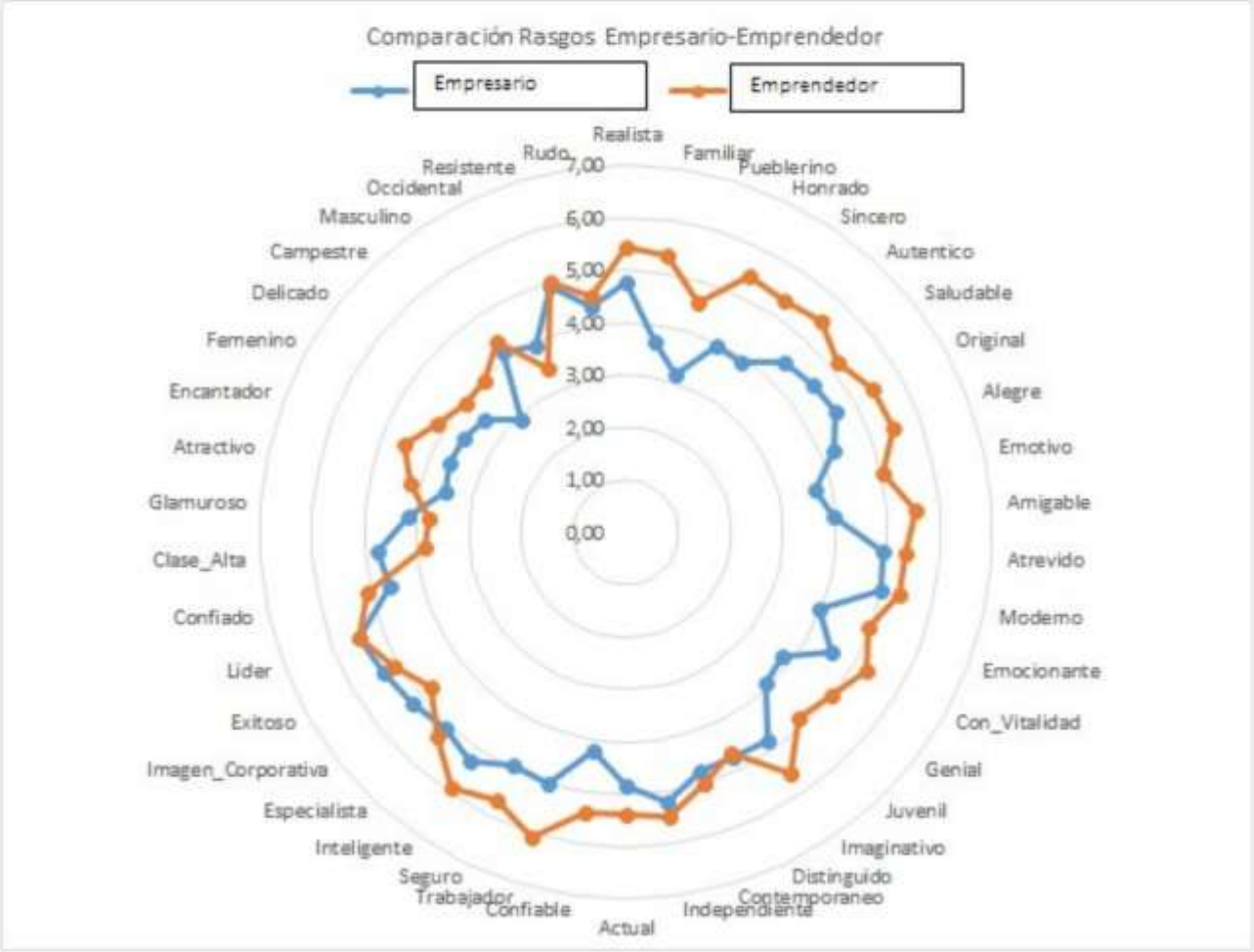
Chart 5: Average results of the 42 Traits by Sex Entrepreneurial concept.



Source: Own elaboration.

Comparative Analysis based on Entrepreneurial-Businessman traits

Chart 6: Comparison of traits of Businessman - Entrepreneur



Source: Own elaboration

Figure 6 represents a comparative analysis between the businessman and the entrepreneur. where the rating given by the inhabitants of the city of Temuco is compared to the features of the Brand Image measurement instrument.

In comparative analysis it is possible to visualize that the features of the concept entrepreneurs were mostly rated much higher by part of the residents of the city of Temuco compared to the businessman.

The traits Distinguished, Corporate Image, Successful, Upper Class, Glamorous and Western/foreign were mostly valued for the entrepreneurial concept.

The traits hardworking, intelligent, imaginative, and friendly were mostly valued for the entrepreneurial concept.

The traits that were least valued by the inhabitants of the city of Temuco The businessman was delicate, family-oriented, emotional, friendly, and trustworthy.

The traits that were least valued by the inhabitants of the city of Temuco The entrepreneur was Western and corporate image.

Table 20: General Comparison of Businessman and Entrepreneur.

Businessman		Entrepreneur	
Dimensions	**Dimensions Assessment**		**Assessment**
Personal Fulfillment	**5.12**	**Competition**	**5.32**
Extroversion	**4.30**	**Sophistication**	**4.16**
Integrity	**4.07**	**Impression**	**5.21**
Recognition	**3.87**	**Trust**	**5.32**
Elite	**4.86**	**Rudeness**	**5.2**
Average	**4.44**	**Average**	**5.04**

Source: Own elaboration.

As can be seen in Table 20, in general, the entrepreneur is more valued. The businessman, the image of the first item is valued by people with a 5.04, Therefore, it can be said with certainty that the people interviewed believe that the image of The entrepreneurs are good, and the dimensions with the greatest strength in the case of For entrepreneurs, the key factors are Competition (5.32) and Trust (5.32), while competition Sophistication (elegance) is the least valued with a 4.16.

Meanwhile, analyzing the businessman, although the valuation is lower than those of entrepreneur (4,44), it can be said that the image is not negative because in a

Likert scale from 1 to 7 the inflection point to determine this is found at the
Next: establish whether the total weighted score is less than or greater than 3.5 (half of the highest Likert score).

The dimension most highly valued by the sample universe was that of “Realization "Personal" with a 5.12, that means that the inhabitants of Temuco consider
It is true that self-realization exists among entrepreneurs. Meanwhile, the worst
The "Recognition" dimension was valued with a rating of 3.87, as was "Integrity".

CONCLUSIONS

In this final part of the investigation, a synthesis will be made with the main points. Conclusions drawn from the research work **"Entrepreneur Brand Image" and the businessman, and the perception that the inhabitants of the city of Temuco have,"** in order to create a discussion about the results obtained, the implications methodological and practical aspects, as well as creating guidelines for lines of research future.

The perception of brand personality is the central focus of the research because this concept within Marketing is one of the topics of greatest interest are awakening today. This, coupled with the importance of studying the image of Businessmen and entrepreneurs in the capital of the Araucanía region.

This research is divided into three fundamental parts, the first part It considers the conceptual framework of Brand personality and entrepreneurial concepts and entrepreneur.

The second is focused on the development of the methodological aspects of the research establishing guidelines for the collection and subsequent analysis of the Information. To conclude the third part, work was done on the empirical results of the research at both the individual levels of business owners and entrepreneurs, as well as comparison of these concepts.

CONCLUSIONS BASED ON THE THEORETICAL FRAMEWORK.

The first part is divided into three major topics of great interest for development of the theoretical framework of the research.

The first part addresses the topic: Brand image, which can be obtained mainly that brand image is considered first and foremost **"an Image" in itself,** which should not be confused with brand identity. According to Dowling (1986), brand image is defined as "the set of meanings by which an object is known and through which the People describe it, remember it, and relate it." Keller, K (1993) on the other hand proposes that Brands can be broken down into attributes and attitudes; Davis (2002) includes these.

attributes, benefits, and values, in addition to a type of intangible attributes. Meanwhile Plummer, P (1985) adds to the above that consumers can think about the brands and talk about them as if they were people.

Regarding brand personality, several authors who have worked on They agree that the concept of a trait or factor arises from this topic; The latter consists of specific characteristics present in human personality (Eysenck, H; 1970 and Norman, W; 1963).

On the other hand, Aaker, J (1996) proposes that the brand can be perceived as person, where the relationships between the brand and the customer are, the personality that reflects the Brand (authentic, energetic, tough, sincere, etc.) can be associated with the Entrepreneur and Entrepreneur.Based on the dimensions of human personality, the study by Aaker, J (1997) identified five major dimensions related to the personality of Brands: sincerity, emotion, competence, sophistication, and rudeness, which are explained by 42 features.

According to Jennifer Aaker (1997), brand personality refers fundamentally to The human personality traits attributed to the brand, therefore, define the brand personality as “the set of human characteristics associated with a brand”, understanding it, therefore, more as a whole than as a part of the identity.

Finally, the concept of Businessman and Entrepreneur is addressed, according to the definition From the Royal Spanish Academy: The entrepreneur “is that person who by "Whether through a concession or a contract, the company carries out a project or operates a public service." Meanwhile An entrepreneur is someone who resolutely undertakes difficult or risky actions.

This part of the research highlights the importance of investigating the Businessman and the Entrepreneur, for example authors such as Brunet, I. and Alarcón, A. (2004) In their research they cite Baumol, W. (1993); who states that “It is fundamental to recognize the characterization of the entrepreneur and entrepreneurship insofar as it is assumed which is a factor of economic growth and an essential exponent of human capital every society.”

On the other hand, and addressing the other central theme of the investigation, there have been important contributions such as those of Knight to the entrepreneurial concept, Tarapuez E; et al.

(2008) indicates that the entrepreneur possesses characteristics and attributes, such as: Intelligent, willing to take risks, energetic, optimistic, creative, tenacious and persistent, inter alia.

Based on what has been established by these authors and mainly by Plummer, P (1985) The concept of Entrepreneur and Businessperson has been considered a Brand. Under According to this logic, the concept of personality is understood as multidimensional and possesses a A set of traits or factors that can be associated with the Entrepreneur and Businessperson. Therefore It can be said that Entrepreneur and Businessman are indeed susceptible to to have certain characteristics or personality attributes shaped by their lifestyle and that other people can identify.

CONCLUSIONS OF THE EMPIRICAL RESEARCH

The conclusions of the empirical research process are detailed according to the objectives pursued in this, the results obtained from the quantitative research They answer each of the objectives set out in this research and contribute a empirical support that allows for a better understanding of personality information Brand of the Entrepreneurs and Businessmen by the inhabitants of the city of Temuco.

The conclusions of the empirical research are presented divided into three stages:

1) The perception of personality traits for the Entrepreneur,

2) The perception of personality traits for the Entrepreneur,

3) Comparison between Businessman and Entrepreneur.

The perception of personality traits for the Entrepreneur.

Following Aaker's study (1996), work was based on the 5 great dimensions that she proposed in her research to assess brand personality, the which, for the context of our research, were grouped differently than the proposals by this author, since the inhabitants of the city of Temuco perceived of The features are shaped differently, probably due to cultural and social factors. The personal fulfillment dimension is composed of 9 traits with an average score of 5.12 on a Likert scale of 1 to 7. The Extroversion dimension has 11 traits of

Personality has an average of 4.3. Integrity has 7 traits with an average
weighted score of 4.07. Recognition, on the other hand, has 9 personality traits with a
The average score for this dimension is 3.87; this is the worst-rated dimension of the construct.
entrepreneur. Finally, the Elite dimension has 3 traits and the average score is
4.86.

The results demonstrate that brand personality for the entrepreneur is
This can be interpreted as meaning they are self-actualized people; this refers to self-actualization.
For people, it constitutes or represents those who are successful, self-confident,
Leaders, independents, among others. Furthermore, if the dimension is analyzed individually...
The most valued trait is the **leader** concept with a weighted average of 5.45 on the scale
Likert scale from 1 to 7, also traits such as **successful** and **intelligent.**

The worst-rated dimension is recognition, representing how people
They represent the entrepreneur, whether reliable, tough, feminine, attractive; the most prominent trait
The valued trait is rude, with a rating of 4.35, along with traits such as **masculine** and
Reliable.

If we characterize the image of the entrepreneur in general and analyze the assessment of
The traits that stand out most are: Realistic, Masculine,
Bold, Modern, Exciting, Independent, Leader, Success, Corporate Image
Safe, Smart, High Class.

The perception of personality traits for the Entrepreneur

As in the previous case, the dimensions obtained for the entrepreneur
The proposals by Aaker (1996) were different and different from those obtained from the concept or
entrepreneurial brand.

The first dimension is Competence with 11 traits present and a weighting
Weighted average of 5.32. Second place: **Sophistication** with 10 traits which
It averages 4.16. Meanwhile, the **Impression** dimension has 9 features and averages 5.21.
Trust has 8 traits and averages one dimension 5.32. Finally, the **Rudeness** dimension
It has 3 traits and averages 5.2.

The highest-rated dimensions are Competence and Trust, with Competence coming in first. Competence refers to people who are competent in their work or in whatever they wish to do. Furthermore, within this dimension, people consider that Entrepreneurs They are intelligent, safe, and reliable. Reliability refers to the fact that they Entrepreneurs have enough confidence to perform well in their work and in their way of being, and there are present traits such as honest, cheerful and original.

The worst-rated dimension is sophistication, which refers to the degree to which the Entrepreneurs are elegant people in the performance of their work and in their manner, The most valued trait in this dimension was sincerity, and the least present was "orange." upper class and glamorous.

Finally, by performing a general characterization, it can be determined that the The most valued traits for the entrepreneurial concept are: Authentic, Cheerful, Friendly, Imaginative,

Reliable, Safe, Intelligent, Leader, Sincere, Realistic, Original, Authentic, Hardworking (The highest weighting, with a 6, is the Likert scale).

Comparison between Businessman and Entrepreneur.

In general, entrepreneurs are better valued than business owners with a ratings of 5.04 and 4.44 respectively, so it can be said that the entrepreneurs They have a better image than businessmen; this occurs in almost all aspects without However, there are some exceptions where the entrepreneur is valued more highly than the entrepreneur, these are:

Feature	Businessman	Entrepreneur	Difference
Corporate Image	5.22	4.75	0.47
Successful	5.36	5.12	0.24
Upper Class	4.74	3.85	0.89
Western	3.96	3.46	0.5

Source: Own elaboration.

Author: Pablo Müller Ferrés

Following this line of reasoning, the worst-rated traits for the businessmen are: Small-town (3.15), Emotional (3.7), Honest (3.95), Country (2.94 the worst) valued),

Sincere (3.01), Attractive (3.55), Charming (3.61), Feminine (3.58), Delicate (3.47).

Meanwhile, if we analyze the entrepreneur, there is a tendency to value the traits better than those of entrepreneurs, with the following being the most valued traits:

Feature	Entrepreneur	Businessman	Difference
Familiar	5.35	3.67	1.68
Village	4.6	3.15	1.45
Honored	5.42	3.95	1.47
Sincere	5.35	3.41	1.44
Emotional	5.05	3.07	1.34
Country	3.96	2.94	1.02
Reliable	5.38	3.2	1.18
Worker	6.08	5.02	1.06
Brilliant	5.01	3.81	1.2

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APPENDICES

Annex 1 Measuring Instrument

SURVEY: BRAND IMAGE OF THE ENTREPRENEUR AND THE BUSINESSMAN, PERCEPTION HELD BY THE INHABITANTS OF THE CITY OF TEMUCO.

Dear Respondent,

Thank you for participating in this research work.

The aim of this study is to learn how ordinary people
They perceive the brand personality (image).

All responses will be kept strictly confidential. When you evaluate each one
Regarding brands, please make sure you really consider your own preferences.

It is very important to make sure that you do not evaluate these brands in a general way. Only We are interested in your personal feelings and preferences regarding brands.

In the following sections, you will be given two concepts: on the one hand, there are entrepreneurs and On the other hand, there are entrepreneurs, so that you can value them.

Please pay attention to the instructions. READ AND FOLLOW ALL INSTRUCTIONS CAREFULLY.

If you have any questions during the study, please ask the Researcher.

Thanks again for participating.

BUSINESS OWNER: Below is a list of personality traits human so that you can value them in terms of the image that the concept projects businessman. We ask you to rate them, considering to what extent you believe each Which trait describes the entrepreneur? Please indicate with an "X" on a scale of 1 to 7 (where the number 7 means that the trait fully describes the entrepreneur according to his opinion and number 1 means that the trait does not represent the entrepreneur at all according to the perception you have).

No.	Traits	Businessman
1	Realistic	1 2 3 4 5 6 7
2	Family	1 2 3 4 5 6 7
3	Villager	1 2 3 4 5 6 7
4	Honest	1 2 3 4 5 6 7
5	Sincere	1 2 3 4 5 6 7
6	Authentic	1 2 3 4 5 6 7
7	Healthy	1 2 3 4 5 6 7
8	Original	1 2 3 4 5 6 7
9	Cheerful	1 2 3 4 5 6 7
10	Emotional	1 2 3 4 5 6 7
11	Friendly	1 2 3 4 5 6 7
12	Daring/Bold	1 2 3 4 5 6 7
13	Modern	1 2 3 4 5 6 7
14	Exciting	1 2 3 4 5 6 7
15	With Vitality	1 2 3 4 5 6 7
16	Great	1 2 3 4 5 6 7
17	Youth	1 2 3 4 5 6 7
18	Imaginative	1 2 3 4 5 6 7
19	Distinguished	1 2 3 4 5 6 7
20	Contemporary	1 2 3 4 5 6 7
21	Independent	1 2 3 4 5 6 7
22	Actual	1 2 3 4 5 6 7
23	Reliable	1 2 3 4 5 6 7
24	Worker	1 2 3 4 5 6 7
25	Insurance	1 2 3 4 5 6 7
26	Intelligent	1 2 3 4 5 6 7
27	Understood	1 2 3 4 5 6 7
28	It has an image Corporate	1 2 3 4 5 6 7
29	Successful	1 2 3 4 5 6 7
30	Leader	1 2 3 4 5 6 7

34	Attractive	1 2 3 4 5 6 7
35	Charming	1 2 3 4 5 6 7
36	Female	1 2 3 4 5 6 7
37	Delicate	1 2 3 4 5 6 7
38	Countryside	1 2 3 4 5 6 7
39	Male	1 2 3 4 5 6 7
40	Western/ Foreign	1 2 3 4 5 6 7
41	Persevering	1 2 3 4 5 6 7
42	Rudo	1 2 3 4 5 6 7

Author: Pablo Müller Ferrés

ENTREPRENEUR: Below is a list of human personality traits for you to rate in relation to the image projected by the entrepreneurial concept. Please rate them, considering the extent to which you believe each trait describes an entrepreneur. Please indicate with an "X" on a scale of a

1 to 7 (where the number 7 means that the trait fully describes the entrepreneur) According to their opinion, and the number 1 means that the trait does not represent the entrepreneur according to your perception

No.	Traits	Entrepreneur
1	Realistic	1 2 3 4 5 6 7
2	Family	1 2 3 4 5 6 7
3	Villager	1 2 3 4 5 6 7
4	Honest	1 2 3 4 5 6 7
5	Sincere	1 2 3 4 5 6 7
6	Authentic	1 2 3 4 5 6 7
7	Healthy	1 2 3 4 5 6 7
8	Original	1 2 3 4 5 6 7
9	Cheerful	1 2 3 4 5 6 7
10	Emotional	1 2 3 4 5 6 7
11	Friendly	1 2 3 4 5 6 7
12	Daring/Bold	1 2 3 4 5 6 7
13	Modern	1 2 3 4 5 6 7
14	Exciting	1 2 3 4 5 6 7
15	With Vitality	1 2 3 4 5 6 7
16	Great	1 2 3 4 5 6 7
17	Youth	1 2 3 4 5 6 7
18	Imaginative	1 2 3 4 5 6 7
19	Distinguished	1 2 3 4 5 6 7
20	Contemporary	1 2 3 4 5 6 7
21	Independent	1 2 3 4 5 6 7
22	Actual	1 2 3 4 5 6 7
23	Reliable	1 2 3 4 5 6 7
24	Worker	1 2 3 4 5 6 7
25	Insurance	1 2 3 4 5 6 7
26	Intelligent	1 2 3 4 5 6 7
27	Specialist/ Understood	1 2 3 4 5 6 7
28	It has an image Corporate	1 2 3 4 5 6 7
29	Successful	1 2 3 4 5 6 7
30	Leader	1 2 3 4 5 6 7
31	Confident	1 2 3 4 5 6 7
32	Upper class	1 2 3 4 5 6 7
33	Glamorous	1 2 3 4 5 6 7
34	Attractive	1 2 3 4 5 6 7
35	Charming	1 2 3 4 5 6 7
36	Female	1 2 3 4 5 6 7
37	Delicate	1 2 3 4 5 6 7
38	Countryside	1 2 3 4 5 6 7
39	Male	1 2 3 4 5 6 7
40	Western/ Foreign	1 2 3 4 5 6 7
41	Resistant	1 2 3 4 5 6 7
42	Rudo	1 2 3 4 5 6 7

Demographic characteristics of the respondent

Survey No.: *Pollster:* *Date:*

Name: Age:

Phone:

Sex: ÿFemale ÿMale Family group members (Number): Occupation:

ÿDependent worker ÿSelf-employed worker

ÿUnemployed ÿOthers

Family income:

ÿOr to 180,000 ÿ180,000 to 300,000 ÿ300,000 to 500,000

ÿ500,000 to 1,000,000 ÿ1,000,000 to 1,000,000 ÿ1,500,000 and more

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BRAND IMAGE OF THE ENTREPRENEUR AND THE BUSINESSMAN, PERCEPTION HELD BY THE INHABITANTS OF THE CITY OF TEMUCO.

THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF

INTERNATIONAL DOCTRINAL DOCTOR

IN SENIOR STRATEGIC MARKETING MANAGEMENT

PRESENTS

Pablo Müller Ferrés

November 2021

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Dedicated to Nathaly, Leonardo, Bruno and Franco,

Thank you for existing.

Fernando and María de la Luz, I love you

Author: Pablo Müller Ferrés

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SUMMARY

This research paper is divided into three parts, including the following:
final observations.

In the first part, the theoretical framework and the development of the concept are established. The central theme of this thesis is brand personality and its relationship with the entrepreneur and the entrepreneur. It emphasizes the various fundamental theories of different authors on entrepreneurship. Brand Image and its importance in marketing studies: the concept is examined
and the nature of the Entrepreneur and Businessman, all of this in connection with personality
brand name.

The importance of traits such as [the following] is emphasized through various individual theories. descriptive factors of personality perception, 42 traits that are grouped into
5 major dimensions, which are: Sincerity, Emotions, Competence, Sophistication
and Rudeness (Aaker, J; 1997).

The second part is focused primarily on building an investigation
exploratory through the instrument that will be responsible for collecting the necessary information to measure brand personality, this instrument being the survey that considers the
42 human personality traits proposed by Aaker, measurable on a Likert scale from 1 to
7.

In the third part of the investigation, with the data obtained from construct a
When measuring “Entrepreneur”, we can say that from the collected response, 5 results were generated. new dimensions, this is a product of the diversity of the population and the very culture
different from that of the US. The dimensions obtained were: Self-actualization, Extraversion, Integrity, Recognition, and Elite. The most valued dimension is Self-Actualization with a
average 5.12, the average valued or with less weight is recognition with a
average of 3.87.

The sample used consisted of 400 inhabitants from a universe of 345,240 people who The city of Temuco is comprised of a sample determined by sampling.
convenience in the busiest places in the city.

Addressing the construct of “Entrepreneur”, the dimensions obtained from the process of

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Data collection and analysis using the statistical program yielded the following results:

Competitive, Elegance, Approachability, Trustworthiness, and Rudeness. Regarding the most important dimensions. Trust and Competitiveness are valued by the entrepreneur with a weighted average of 5.32 on the scale. The least valued dimension for the inhabitants of Temuco is the Elegance with a weighting of 4.16 points.

Continuing with the line of argument, in this third part the comparison was made between Businessman and Entrepreneur to buy the rating given by the inhabitants From the city of Temuco to the 42 Brand Image measurement traits. It can be said that the concept of entrepreneur is valued more highly than that of businessman, obtaining results of 5 and 4.37 points respectively.

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PRELIMINARY PRESENTATION

Introduction

The main purpose of this research work is to construct, quantify and to analyze the perceived image of Businessmen and Entrepreneurs by the inhabitants of the city of Temuco. The initial premise that constitutes it is the non-existence of studies relating to the topic addressed from this point of view, which is why it represents a exploratory work aimed at creating a new construct.

The entire investigation is based on the premise that the construction of the image of A brand is a fundamental strategic asset for the economic activity of the society (Jiménez, A; Calderón, H; Delgado, E; 2004), and which is also the key to to achieve sustainable performance for organizations over time.

On the other hand, both the businessman and the entrepreneur are also considered one of the main pillars in terms of generating growth and development economic for nations, since, by possessing a creative, innovative personality and willingness to take risks makes them an important and high-impact subject of study.

Thus, the following research is based, firstly, on theoretical work that This involves engaging with primary sources through meticulous research. field that allows us to know and quantify the dimensions that constitute the construct of Brand image of business owners and entrepreneurs, according to theoretical references most important figures who have developed the topic throughout history.

Background of the problem

According to Stanton, W; Etzel, M; and B, Waller; (2000), “A brand is a name and/or a signal whose purpose is to identify the product of a seller or group of sellers, for differentiate them from rival products.”

Following this line of reasoning and understanding the importance of a brand, to Throughout history there have been many investigations concerning brands, mostly carried out by private institutions through research market and positioning, that is, large companies that understand the value of this intangible asset and its potential for sustainability and business competitiveness.

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For the purposes of this research, only the concept of Brand personality, brand personality is understood as a set of characteristics associated with a brand (Aaker, J; 1997), which in addition to leading to a perception, Associations, memories, and prejudices generate a mental image of its advantages and benefits (Market, V; 2004).

The study of brand personality measurement and the analysis of a model Its measurement has been extensively studied over time (Batra et al, 2005). The first The model was that of Allen, D; and Olson, J (1995) who used the discourse method narrative to analyze brand personality. Secondly, Caprara, G; et al (1997) studied personality using metaphor analysis in a scheme lexicographical model that generated a five-factor model to identify the main personality attributes. However, Koebel, M; and Ladwein, R; 1999 point out that Jennifer Aaker (1997) is the one who developed a generalizable scale to measure the Brand personality. Aaker systematized brand personality through the five large human dimensions, developing a structure made up of features of personality.

Based on the premise that “brand personality includes personality traits human as sentimentality, warmth and concern” (Aaker, J; 1997), built groups of human personality traits, to organize each of its dimensions. The study It determined that the personality of American consumers was shaped by five dimensions: sincerity, emotion, competence, sophistication, and rudeness.

In addition to personality traits, researchers claim that Brand personality includes demographic characteristics such as gender (“i.e. consider inanimate things as man or woman”), age (“Like most of the People usually recognize if something is addressed to them as a man or a woman, so they are they are sensitive to the symbols of age," and the class ("This refers to the position social”) (Levy, S; 1959).

Following Aaker, J (1997), most research has used the scheme (Azoulay, A; and Kapferer, J; 2003) and to date nine studies have been reported nationals in France (Koebel, M; Ladwein, R; 1999), Venezuela (Barrios and Massa, 1999;

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Pirela et al, 2004), Switzerland (Czellar, S; 1999), Germany (Huber et al, 2000), Japan and Spain (Aaker, J; et al, 2001), Mexico (Álvarez-Ortiz and Harris, 2002), Russia (Supphellen and Gronhaug, 2003) and Korea (Sung and Tinkham, 2005).

However, the model of Aaker, J (1997) has not been exempt from questions. The main one concerns its conceptual foundations, specifically whether the aspects measured truly represent personality (Caprara, G; et al, 2001; Azoulay, A. and Kapferer, J; 2003). Empirically, the authors have objected that this model does not It does not reproduce the same way in other countries, nor when used to measure personality differences in specific categories (Austin, J; et al, 2003). Similarly, it has been indicated that some The items on the personality scale seem to capture rather functional characteristics that of brand personality.

Despite the criticism, this model remains the most widely used; there are several Studies such as the Chilean study “Brand Personality of Psychology Careers of State Universities in Chile: A descriptive study” by Denegri, M; Cabezas, D; Herrera, V(2009), have been used to determine the existence of a personality of brand for Psychology degrees at universities.

Another investigation that used the assumptions of Aaker, J (1997) is the thesis doctoral thesis: “Analysis of the Brand Personality Structure and its effects on the Image and loyalty: An application to the Spanish tourism market” Gómez, A (2010), in where, through the analysis of the 42 brand personality traits, it aims Determine the image for two tourist destinations in Spain.

Considering all of the above, the present discussion will address whether the concepts Businessman and entrepreneur in the city of Temuco are considered a brand for the people, understanding that a brand makes the difference and is a source of advantage competitive in the business world.

From this perspective, the aim is to establish whether it is possible to associate entrepreneurs as a product, assessing the perception that the city's inhabitants have from Temuco regarding these concepts and analyze the assessment they have considering whether it is from positive or negative type in the environment in which they operate.

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Problem identification

Regarding the state of the art of related research, for this work we
It takes as a reference point previous studies regarding the concept of brand image. Thus,
There are discussions, studies, and research that analyze, define, and quantify traits
central elements of the brand image of different firms: Martínez, E; et al (2004), in their article
“Proposal for a methodology. Measurement of brand image. An exploratory study”,
They point to a possible methodology that allows quantifying and measuring attributes and aspects
fundamentals of brand image; on the other hand, Gutiérrez, M and Martin, F (2004), in their
The article “The value of the brand and the value of the company on the internet” highlights the importance
which means being able to quantify and measure the value of a company's brand.

Both works allow us to reference the guidelines that this should follow.
Research on the case of the perceived image of businesspeople: Also Aaker, J
(1997) in his article “Dimensions of Brand Personality”, points out what the dimensions are
or the most important brand attributes perceived by people, which represents a
starting point of comparison for the present work.

On the other hand, since there are no conclusive studies on perceived brand image
For business owners and entrepreneurs in particular, this research represents a
exploratory work, in which a cross-referencing of information will be carried out that
This will allow the described relationship to be established.

Problem statement

Some journalists from the Araucanía Region who have issued opinions on
In this regard, they point out in their criticisms that there is an excessive preference for the non-businessman.
regional with respect to the local businessman. On the other hand, Hans Wagner (press journalist)
(local 2014) indicates that there is a “rejection by the Araucanian population of foreigners
capitalist and usurer.”

The brand is known to be so closely linked to consumers that the world
Business and academia have instilled in him the notion of branding, just as they have in being
human, personality dimensions since the early eighties
(Haigood, T; 2001).

During this century it has been pointed out that, “people choose brands just as

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They choose their friends, regardless of their abilities and physical characteristics."
(Azoulay, A and Kapferer, J; 2003). Since then, it has been proven that the brands
They are not usually perceived solely for their functional benefits (e.g., consumption)
of fuel), but by personality traits such as cheerfulness or honesty (Lenk,
P; et al, 2003).

Based on all this information and the lack of scientific information regarding
This opinion leads to the initial consideration of whether the employer and the
An entrepreneur can be seen as a brand image, and the perception of that image can also be analyzed.
the inhabitants of the city of Temuco with respect to the businessman and entrepreneur.

Research questions

The research questions are geared towards the following questions: Is it
Can it associate business owners and entrepreneurs as a brand? Because to be
To be considered a brand, certain conditions must be met, such as: having a
recognized image, name, logo, among others.

The next question is, what attributes does an entrepreneur and a
Are entrepreneurs clearly identified by people? Does the company convey the
The ideals of the businessman and entrepreneur are, therefore, it is necessary to determine if the
Businesspeople and entrepreneurs are recognized for having certain attributes, among which
Leadership could be one example.

Another question is: Is brand image a positive or negative concept?
Regarding the businessman and the entrepreneur? This is important to determine because the brand
It is considered by companies as a fundamental strategic asset to achieve a
competitive advantage in the business field, in addition to personal or personal image
Branding also constitutes a source of advantage in personal relationships.

These are the questions that motivate research into the topic, which is why it is considered
as the fundamental driving force of research, basically what motivates
to develop it, in order to determine what perception people have
from the city of Temuco regarding business owners and entrepreneurs, and whether this is a strong
an image that leads to differentiation and, if possible, can be considered as a source of
competitive advantages in the business world, with the aim of seeing if these are

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comparable at a competitive level.

Justification of the Study

The following research is of great importance and relevance to the field business, as it represents a significant contribution to a topic that is currently gaining traction great importance in this area.

Regarding social and/or cognitive relevance, without a doubt the Entrepreneurship and those who undertake it are an important part of productive activity. From all countries, under this logic it is and will be important for society to be able to appreciate if There is a recognized brand of entrepreneurs and business owners who are born and develop its business activities in various sectors.

To see if there is a positive perception of the image of the businessman and entrepreneur It will serve to promote entrepreneurship from other areas, whether from other countries. how to strengthen future strategic alliances with future partners and/or entrepreneurs.

Research objectives

General Objectives:

Identify the brand image of the Entrepreneur and Businessman concept with respect to the perception that the inhabitants of the city of Temuco have.

Specific Objectives:

1. Identify whether the dimensions that assess brand image relate to the entrepreneur and entrepreneur.
2. To measure whether the rating given by the inhabitants of Temuco to the Businessman and Entrepreneur is of the positive or negative type.
3. To characterize the fundamental aspects of the brand image of entrepreneurs and entrepreneurs.
4. Determine the differences and/or similarities that exist between the image of entrepreneurs and businesspeople.

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THEORETICAL FRAMEWORK

Brand image

One of the reasons for studying branding in marketing is that it plays a role an important role in the planning, decision-making, and creative development of the products, it is also important to highlight that brand development constitutes a significant investment for companies.

According to Kotler, P (2006), marketing is the art of satisfying the needs of Under this logic, the study of brands is fundamental for people to profitably reach those in need. organizations, and is essential for what Michael, P (1996) called superior performance, which consists of achieving a performance above the competitors.

However, throughout the marketing literature, many topics have been addressed. definitions of the concept of Brand, but the reality is that above all, brand image is a “Image.” For example, when we ask people what image they have of Danone, Ideas like “vitality” or “healthy bodies” are likely to come to mind; if the The image alludes to a geographical area like southern Chile; the thoughts could be from “Nature,” “relaxation,” or perhaps the lesser-known slogan “magic”; if instead the The question is about a certain politician; the image might not be so favorable (Jiménez, A; et al 2004).

According to Jiménez, A; et al (2004) brand image is frequently confused with other marketing variables, which represents a problem; for example, one of the mistakes The most common and fatal mistake is the belief that brand identity and image are identical aspects (Brand identity refers to what companies intend projecting to consumers, that is, how they want to be identified in the minds of the customers), which Aaker, J (1996) calls the “brand image trap”.

Authors such as Dowling, G (1986), define Brand Image as the “set of meanings by which an object is known and through which people describe it, "remembers and relates," this object being considered as a person, Keller, K (1993) also agreed with this definition “perceptions about the brand that are "They reflect existing associations in the consumer's memory," a definition that has adapted for both individual and corporate brands (Rynes, S; 1991 and Biel, A;

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1992).

The American Marketing Association defines a brand as “that name, term, sign, symbol or design, or that combination of the above elements, whose purpose It is to identify the goods or services of a seller or group of sellers and differentiate them from the competition.”

Therefore, a brand is a product or service that adds certain characteristics to differentiate themselves in some way from the rest of the products or services intended to satisfy the same need. These differences can be functional, rational, or tangible in relation to the results of the product of the corresponding brand, or, They can be symbolic, emotional, or intangible, in relation to what the brand. (Kotler, P; 2006).

On the other hand, Sanz de la Tajada (1994) states that it is “the set of mental representations, both affective and rational, that an individual or group of individuals associate a specific brand with a given product; a representation that is the result of experiences, beliefs, attitudes, feelings and information that said group of individuals associates with the brand in question.” Important authors such as Jennifer Aaker believes that brand image is “the way in which the brand is perceived” by consumers” (Aaker, J; 1997). Other authors point out that “it is the way in which the The public perceives the company or its products.” (Kotler, P; et al 2000).

Under these definitions, throughout history the image can be understood as a complex and multidimensional reception concept for consumers, the latter The result is from the process that consumers have to accumulate, evaluate, and associate the information.

According to Jiménez A., et al (2004), throughout literary history basically the The brand has been managed under three main areas of focus, the first being Brand contextualization is oriented from the perspective of the offer under three pillars fundamental ones which are:

1) Consist of a symbol, name, words or a combination of them.

2) Be adapted to the use of both a manufacturer and a distributor.

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3) Identify and distinguish the goods and services sold by one manufacturer from those of the rest of the competitors.

A second approach by the author, regarding the concept of branding, corresponds to the Consumer integration; under this orientation, the brand becomes used by the manufacturers as a way to attest to quality and control the entry of products into certain industrial sectors.

The consumer is considered an important agent to be taken into account in the business management, and the brand itself, as a representative of a target product of The exchange between the company and the consumer benefits from this recognition.

Following the approach presented by Jiménez A., et al (2004), the latest brand approach It is geared towards a dimension from the business area and brand management, integrating supply and demand approaches since for the company the brand ceases to to be considered an attribute that, when associated with the product, indicates its value.

The idea that the brand transcends the nature of the product is widely accepted. ceasing to be a mere descriptor of it, to become the basis upon which Their products are sustained by the market and increase in value. Under this approach, the brand differentiates the product and enriches it, making it both unique and irreplaceable. multidimensional, thus making it an asset and source of competitive advantages for the company.

Well, regarding business orientation and brand management, according to the The previous context raises the need to establish a new orientation For businesses, capable of making the most of the benefits offered, these changes are They are based on three pillars of future brand management:

1) Market orientation.

2) Relationship Marketing.

3) Emotional marketing.

Therefore, trying to quantify and measure brand image and associations People with a concept like entrepreneur or businessman are somewhat complex, Numerous authors who have worked on Corporate Image advocate adapting to each

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specific situation, attempting to identify the underlying dimensions through various direct and indirect techniques (Villarejo, A; 2002).

For example, in banking and financial institutions, some of the dimensions Key aspects that stand out are the physical environment (facilities), management, and customer service (Rodríguez del Bosque, 1994).

Other perceptions regarding the image of retail companies prevail. products – assortment, price, quality – indicators of convenience and pleasantness of going to purchases –location or design– and set of services offered –financing, installation- (Vázquez, R; 1989). In contrast, for a public institution, its capacity for attraction, power and credibility (Esteban, A; et al 1997).

There is a current of work that attempts to obtain image indicators general with the aim of generalizing the results. According to Keller, K (1993) indicates that the Brand associations can be broken down into attributes, benefits, and attitudes, and can to vary in degree of strength and uniqueness with respect to other brand associations, is These are attributes that differentiate each brand and/or company. Similarly, Davis, J (2002) includes attributes, benefits and values, in addition to a type of intangible attributes which he calls the “brand persona”, a component that includes all the human characteristics that can be associated with a brand and that Aaker, J (1997) measures exhaustively on their personality scale, that is, if one considers what these people propose Authors can associate brand image not only with companies and products but also with people and their personality traits.

On the other hand, the scale of Aaker, J (1996) identifies three main indicators –1) perceived value, 2) personality, and 3) organization—which can be measured with a reduced number of items. The first dimension encompasses the functional benefits of the product. Describe the physical attributes and try to measure if there is an adequate relationship between quality and the price of the brand; the second dimension, "personality," encompasses the symbolic benefits and emotional, as the last dimension, the organizational component, points to aspects related to the company and its image. Finally, it is necessary to mention, although it is not relevant to this research, is that, to measure the image of companies, there are other scales such as that of Fombrun, C; et al (2000), Grönroos, C (1988) or the Reputation Index

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of IRMA Brands (Villafañe & Associates, 2003), which usually focus on reputation corporate.

As in the investigation, the image that the

Regarding the concept of business and entrepreneurship among the inhabitants of Temuco, it must be said that

Consider the concept of brand personality. This is currently feasible.
because, throughout marketing literature, authors appear who argue that
Consumers can think about brands and talk about them as if they were people.
(Plummer, J 1985).

Human Personality and Brand Personality.

One of the central aspects that constitute the brand is the concept of "Brand Personality", understood as a set of characteristics associated with the Brand (Aaker, J 1997), which not only entail a series of perceptions, associations, memories and prejudices that the consumer generates by forming a mental image of their advantages and benefits (Market, V; 2004), but they also create in the individual a symbolic link of self-expression (Keller, K; 1993) and identification with the good or service brand bearer (Aaker, J; 1997).

What the various authors who have worked on the topic agree on is...
Personality is the basis of the concept called a trait or factor; this
The latter consists of specific characteristics present in personality (Eysenck, H;
1970 and Norman, W; 1963). Then, under this logic, the concept of personality is
It is understood as multidimensional and possesses a set of traits or factors.

This process is based on attributing human characteristics and personality traits to brands, thus projecting their own characteristics, either through similarity ("this brand resembles me") or possession ("this is my brand") (Denegri, M; et al., 2009). This generates a dynamic which leads the user to emotionally associate with it, which gives it the desired status within their cultural group, adding meaning as partners in a close relationship (Caprara, G; et al; 2001).

Brand personality has dimensions that reflect both a perception and cognitive level as well as strong affective components while also its personification
It includes not only the attribution of personality and gender characteristics but also a

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geographical and territorial association (Denegri, M; 2007).

There are several methods for measuring Brand Personality, but one of the
The most widely used and well-known is the one developed by Aaker based on a series of studies
empirical studies conducted in the United States. Since its publication, Aaker's model, J
(1997) has been replicated and adapted in various countries around the world and worked on by a large
number of researchers (Koebel and Ladwein, 1999; Aaker, J; et al; 2001; Álvarez -
Ortiz and Harris; 2002, Supphellen and Grohaug; 2003, Barrios and Massa; 1999, Pirela et al,
(2004, Saavedra et al; 2007, Yongjun and Jooyoung; 2010, Freling et al; 2010). The model
The aforementioned consists of five main dimensions of brand personality, each
one of which is made up of a series of distinctive features.

Brand Personality:

Based on the dimensions of human personality, the study by Aaker, J (1997)
It identified “Five Big Dimensions” related to brand personality: the
sincerity, emotion, competence, sophistication, and rudeness, which are reflected through
of 15 facets, which are explained by 42 traits.

Figure 1: Brand Personality.



Source: Jennifer L. Aaker, 1997.

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The importance of brand personality and its construction.

Regarding the construction of a brand personality, understanding that Throughout history, various marketing professionals have attempted to use the brand personality concept as a strategy for selling and communicating value, under the logic that there are many products that offer the same functionality and Competitor strategies to imitate or follow a leader, in an industry with high rivalries between competitors.

According to authors such as Batra, R; et al (1993), brand personality is created applying an integrated system of marketing actions, through: (1) strategies of product, such as characteristics (shapes, functionalities and benefits), characteristics of the packaging (color, size, materials used and shape), (2) communication strategies, logos, slogans or symbols used in all phases of brand communication, advertising, sales promotions, and media, (3) pricing strategies, high or low, even or odd, and (4) distribution strategies, by the associated images to the channels used.

Benefits derived from brand image.

Jiménez, A; et al (2004) points out that companies possess a brand image A strong and unique favorable situation can bring many benefits to organizations, including The main ones include the following:

- Provides a competitive advantage: A favorable image helps to compete in a way that

The most decisive factor in any market is that the best-perceived and most consistent brands are the ones that are most effective.

preferred by the customer.

- Generates new business opportunities: the strongest and best-known brands They can provide strategic opportunities to create new lines of products or activities of the organizations.

- It becomes a financial asset: The degree of recognition that a brand has In its market, it determines the proportion of the budget that must be invested to give to to know and build a certain reputation.

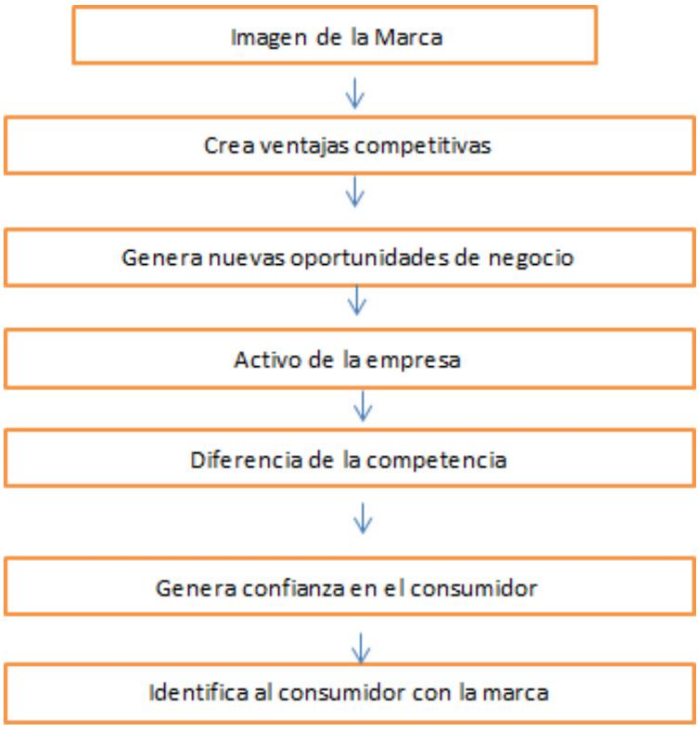
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- Differentiates and distinguishes itself from the competition: If managed properly, the image A product's or company's brand efficiently conveys its differences competitive.

- Builds trust with different audiences: The best brands are not just admired by their users and clients, but are also capable of generating respect among the adversaries, becoming benchmarks in the market.

- Capitalize on the sense of belonging: The maximum value of brand image translates in the degree of appropriation of it by its clients, external or internal.

Figure 2. Benefits of a positive brand image.



Source: Prepared by the author based on "Product and Brand Management", 2004, page 80.

In addition to these benefits, a positive brand image has important consequences for the rest of the elements of the marketing mix:

- **Regarding price:** "A positive brand image allows the company to achieve greater margins and that the consumer response to price increases is more inelastic." Product and Brand Management, page 80). According to this definition, it is It can be said that the consumer will tend to pay a higher price for the products,

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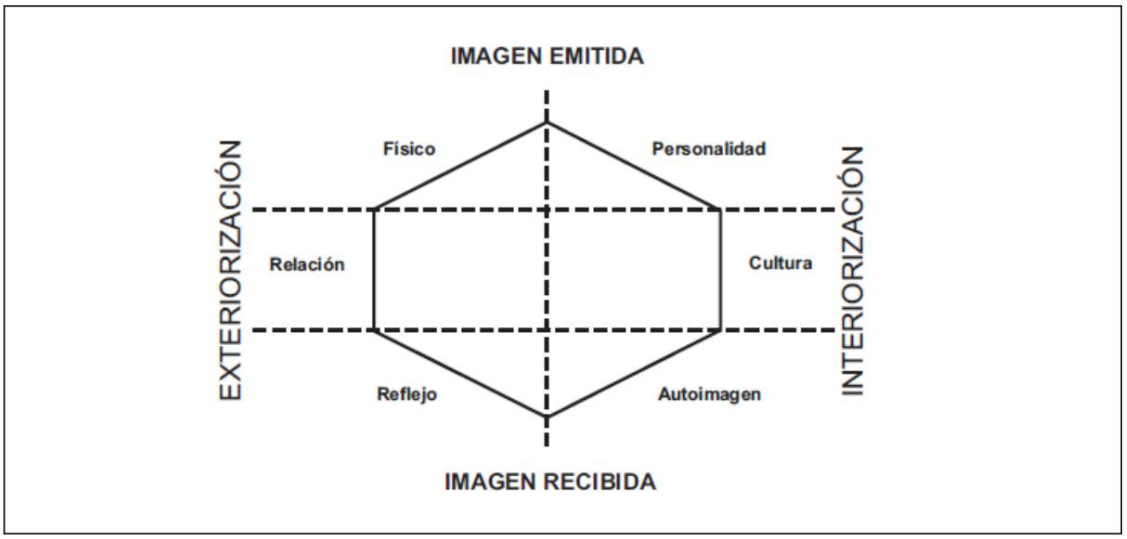
since it assumes that it does so because it offers higher quality.

- **Distribution:** "A positive brand image will cause the consumer to increase the search for the product or service on the channels where it is found." (Address of products and brands, page 80).
- **Communication:** "Increased efficiency in commercial communication of the company, given the effort and advertising exposure that the individual requires will be much smaller." (Product and Brand Management, page 80). According to The previous definition can be complemented by saying that the image acts in a favorable way in the minds of consumers constantly.

Brand Personality and Brand Identity.

According to authors such as Kapferer, J (1992), brand personality is a dimension or a facet of brand identity. It corresponds to those personality traits human attributes that can be attributed to the brand (Figure 3). It integrates, along with culture and the Self-image, the facets of internalization, while the physical, the reflection and the relationship These correspond to the externalization facets of the brand.

Figure 3: Kapferer's Brand Identity Prism



Source: Kapferer (1992)

Following chronologically, authors such as Upshaw, L (1995) refer to the Brand identity as that part of brand equity that is the result of the advantages offered by a brand, which are perceived by the buyer and which make the

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to make the purchase of a particular product attractive.

Brand identity is considered the union between brand positioning, Brand personality, culture, and brand image. The latter (Brand Image), Its purpose is to externalize: the product/service, the brand name, its logo, and the Graphic design, among others. With the aim of showcasing its characteristic attributes.

Then, because brand personality according to Upshaw, L (1995), is part An important part of the brand's essence requires a strategy that positions that a personality with human traits that resonates with consumers, in a way that generates positive associations and an image consistent with the proposed personality strategy.

Figure 4: Upshaw's Global Brand Identity



Source: Upshaw (1995)

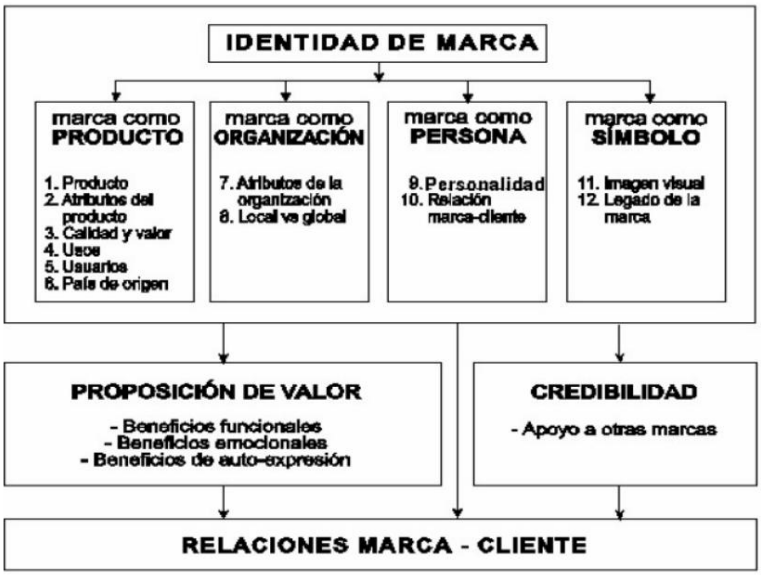
Identity represents the dimension where the brand should distinguish itself throughout over time, developing its promise to consumers and defining the partnerships that aspires to obtain (Cerviño, J; 2002). Then it can be said that identity is that part

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of the brand value that is conveyed to the outside world, offering a set of benefits that
They create an attractive image compared to other competing brands.

According to another author, Aaker, J (1996), brand personality is part of the system of brand identity (see figure 5). What it proposes is a system, and it posits that the
A brand can be perceived in four different ways: (a) as a product, with attributes,
quality and value (perception), uses, users and country of origin; (b) as an organization
(company), where there are attributes exclusively originating from the organization (
quality, innovation, social responsibility, image) and location (local, national,
global); (c) as a person, where the relationships between the brand and the customer are, and the personality that reflects the brand (authentic, energetic, tough, sincere, etc.); (c) as
symbol, where the visual image (logos and distinctive typefaces), values and appear
culture that the brand represents.

Figure 5: Aaker's Brand Identity 1996



Source: Aaker (1996)

According to Aaker, J (1997), brand personality refers fundamentally to the human personality traits attributed to the brand, therefore, define the personality of brand as “the set of human characteristics associated with a brand”,
Therefore, understanding it more as a whole than as a part of identity. This is what that differentiated Aaker from what Kapferer, J (1992), Upshaw, L
(1995) and Aaker, J (1996).

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To summarize this part about brand personality and brand identity, it
You could say that brand identity is what the company wants to instill in its brand; it is
to say with the concept or concepts that you are interested in projecting to the clients or
stakeholder groups.

Entrepreneurial Concept.

By definition, according to the Royal Spanish Academy (RAE), these concepts are defined
as shown below:

Businessman.

1. m. and f. Person who, by concession or contract, carries out a work or exploits
a public service.

2. m. and f. Person who opens to the public and operates a show or entertainment.

3. m. and f. employer (ÿ person who employs workers).

4. m. and f. Owner, proprietor or manager of an industry, business or company.

Entrepreneur.

1. adj. One who undertakes difficult or risky actions with resolve.

In order to determine if the study is feasible, it is necessary to understand and know
What are the characteristics that entrepreneurs and businesspeople possess, in order to
to determine if these qualities can be framed within the concept of “Brand” as
such.

For this purpose, various scientific publications have been considered that have made
researchers in this area:

- Baudeau, N (1919) was the first to suggest the role of the entrepreneur as a
innovative and therefore brought invention and innovation into the discussion. Furthermore, it made
emphasis on the ability to process knowledge and information, which makes
the entrepreneur of a living and active economic agent.

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- Brunet, I and Alarcón, A (2004) cite Baumol (1993) in their research; who

  It states that “It is essential to recognize the characteristics of the entrepreneur and the entrepreneurship insofar as it is supposed to be a factor of economic growth and an essential exponent of the human capital of any society.”

- Brunet, I and Alarcón, A (2004), assign an individual perspective to the concept entrepreneur based on certain personality traits, which manifest themselves to continuation:

  or Individual whose goal is to earn money.

  or That which organizes and directs the combination of productive factors to obtain a product to sell on the market.

  Or, he is confident and adventurous, taking risks to secure an income from "undecided" or "shy".

It is highly innovative. It is around this last characteristic that the old perception of the employer as an exploiter of workers for his own benefit has changed, being perceived, basically, as someone active, daring, bold, Decisive, resolute. Positive connotations that highlight the entrepreneurial nature of businessman, to the point that today he is considered an entrepreneur, like the leading agent of industry who, oriented towards change and growth, leads to development of the economy. From this perspective, the entrepreneur participates vehemently in the creative destruction, by fostering new opportunities and breaking with the status quo underlying.

The entrepreneur, through his innovative capacity, seeks to do things in a certain way newer and better.

From the study of “Knight and his contributions to the theory of the entrepreneur”, Tarapuez E; et al (2008), emphasize that Knight notes that “in the 'game of business', men They shape their own personalities and those of others, while creating a civilization before whose “We cannot be indifferent to its enduring value” (Knight, F; 2002). On this point, in his From his writings, it can be observed that Knight defines the entrepreneur in a vague way and assigns characteristics and attributes such as the following:

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- An intelligent person who takes risks and embraces uncertainty and reassures the doubtful or timid.
- Indomitable energy, great optimism, self-confidence, and a lot of faith.
- Creativity and imagination.
- Tenacity and persistence.
- Entrepreneurs are not made, they are born. He argues that the ability to Business is to some degree inherited.
- Effectiveness in achieving benefits.
- Agents of change and innovation.
- Money is their biggest motivator.
- Self-knowledge and knowledge of the sector.
- The success of an entrepreneur depends on three elements: ability, effort, and luck.

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METHODOLOGICAL DESIGN

Methodology

Research on the brand image of business owners and entrepreneurs,
The perception held by the inhabitants of the city of Temuco was initiated with the
collection and/or analysis of available secondary information through a record, the
which was developed under the premise of containing at least 10 theoretical references.

Once the theoretical information extracted from secondary sources has been analyzed, it
He decided to begin the investigation based on the 42 traits of human personality in order to
Measuring brand image, as proposed by Aaker, J (1997), was based on a...
measuring instrument with Likert scale to collect the information.

The estimated application time per survey ranged between 10 and 20 minutes.
depending on factors such as the respondent's educational level or the establishment of
prior rapport, in addition to aspects specific to the surveyed population, such as the need
to express and communicate personal opinions.

The fieldwork was monitored once a week, in order to carry out a
control over the planned progress and thus be able to take corrective measures in
timely manner for achieving objectives. Such corrective measures were not necessary
due to the faithful adherence to the plan in the collection of information.

Data Collection Techniques

The information was collected through primary sources, considering
For the application of the questionnaire, a convenience sampling of a non-partial nature was used.
probabilistic.

The sample size calculation yielded a total of 400 inhabitants, from a
The population of Temuco, comprising 345,240 people, is of a certain size.
The population is considered non-finite, therefore the sample calculation was developed under that
premise considering a sampling error of 5%, a Z of 1.96 which is a value
constant when using 95% confidence levels.

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Population	Infinite (345,240) greater than 100,000.-
Sample size	n= 400
Standard Deviation	P= 0.5
Confidence level	Z= 1.96 (95%)
Sampling Error	e= 5%

Study Categories

The research in question is exploratory in nature, as it aims to to delve deeper into a topic not addressed by other researchers, and especially from this perspective perspective in the city of Temuco. The research was considered to be of the non-type Experimental Cross-sectional, since the study did not manipulate the variables, but rather They observed the phenomena as they occur in their natural context. The data, in turn, were They collected in a single period, from June to September of 2021.

The study variables are descriptive in nature, since considering that the The purpose is to describe characteristics and features of the situation or phenomenon under study.

The main function of a mixed descriptive investigation (qualitative and quantitative) is to recognize the value of knowledge as something that has been built through qualitative means, such as psychographic variables (lifestyles, needs and motivation) of the world of businesspeople and entrepreneurs. Another A key feature of the mixed methods approach is that it rejects the dualism that is It establishes a distinction between qualitative or supporting facts and quantitative or subjective methodologies. whose value is based solely on the exclusivity of one and the other.

Conducting mixed research facilitates decision-making for the group. researcher. It is necessary to mention that descriptive studies measure, evaluate or They collect data on the phenomenon being investigated, in order to gather all the information that are obtained in order to arrive at results and conclusions of the Research of Market.

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Tools

The measurement instrument includes 48 questions, which were divided into 42 questions associated with the human personality traits proposed by Aaker and 6 demographic questions.

Validation of the instruments

Once the initial data collection instrument was prepared, the following steps were carried out two validation methods, where the questionnaire was applied to 20 individuals who possessed the characteristics necessary for the application of the instrument. This group of individuals They possessed heterogeneous characteristics among themselves in terms of lifestyles, level of income and educational level.

The second validation method was through a “Focus Group” where Marketing professors participated (Dr. Alejandro Gómez Aguilera), research from markets (Dr. Claudia Gómez Gomes) and statistics (Mg. Juan Moncada H.). With this, He sought to perfect the instrument with input from experts and the users themselves. respondents, in order to validate the understanding of the survey, determine a time average response and obtain comments and assessments of the instrument to be applied.

The third validation method was through statistical reliability analysis, such as such as KMO and Bartlett's sphericity test, Cronbach's alpha and analysis of rotated components, which are detailed in section 4, “Field Work”.

The number of items remained unchanged; however, the wording of certain The approach was adjusted to improve understanding.

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Fieldwork

The field operation for the collection of quantitative data such as
The qualitative aspect was face-to-face and conducted simultaneously in private and public spaces. pre-selected. Data collection was carried out by a team of
students from the engineering faculty of the Catholic University of Temuco, who
They were trained to administer the surveys, as was the research team.

The estimated application time per survey ranged between 10 and 20 minutes. depending on factors such as the respondent's educational level, as well as other aspects characteristic of the surveyed population, such as the need to express and communicate opinions personal.

The fieldwork was monitored once a week, in order to carry out a
control over the planned progress and thus be able to take corrective measures in timely manner for achieving objectives. Such corrective measures were not necessary due to the faithful adherence to the plan in the collection of information.

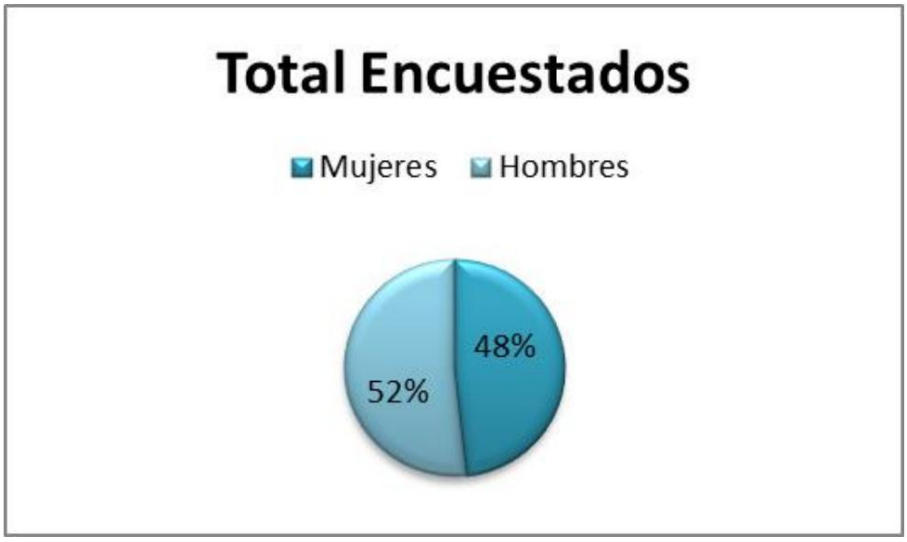
Out of a universe of 345,240 people residing in the city of Temuco,
He randomly interviewed 400 people, considering an infinite population. (more than 100,000 individuals), to perceive the brand image of both the entrepreneur and from the entrepreneur, therefore it can be concluded that:

- A total of 193 women were interviewed, applying the questionnaire to that number. for the study of the businessman as well as for entrepreneur, which corresponds to 48% of total number of respondents.

- A total of 207 men were interviewed, applying the questionnaire to that number for the study for both business owners and entrepreneurs, which corresponds to 52% of total number of respondents.

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Chart 1. Graphical representation of total respondents



Source: Own elaboration

On the other hand, the occupation of the people surveyed was grouped into 5 factors Being Unemployed, Self-Employed, Dependent Worker and Others.

- The total number of dependent workers in the sample amounts to 189 people from the of which 96 correspond to women and 92 to men.
- The total number of self-employed workers in the sample amounts to 43 people. of which 18 correspond to women and 25 to men.
- The total number of unemployed in the sample amounts to 57 people, of which 28 29 correspond to women and 29 to men.
- The total number of respondents who considered Other as their occupation amounts to 111 people of which 51 are women and 60 are men.

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Chart 1.2: Sample Occupation.

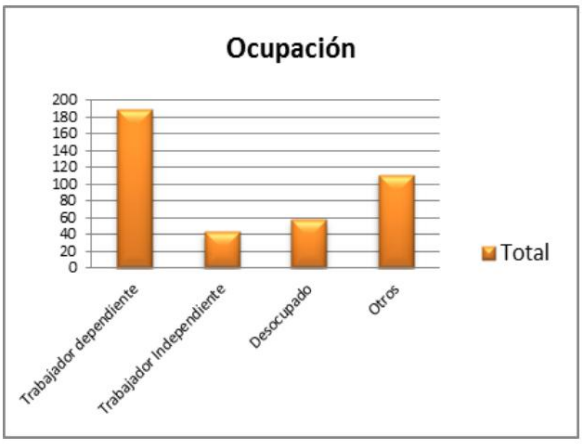
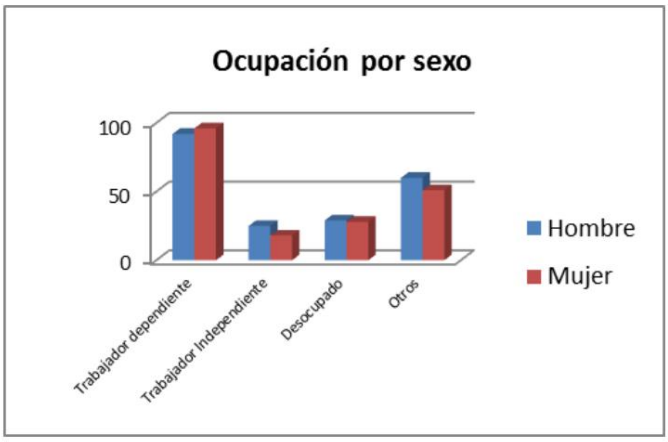


Figure 1.3: Occupation of the sample by Sex



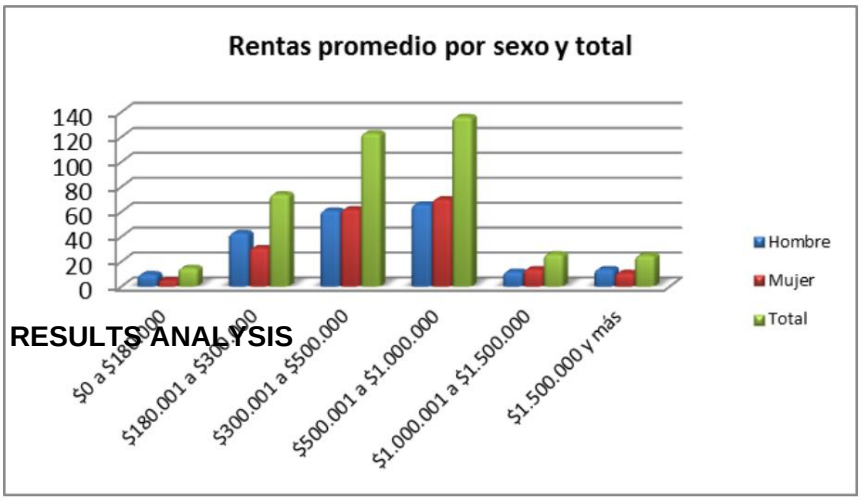
Source: Own elaboration

Average rents were grouped into 6 brackets, ranging from $0 to $180,000. $180,001 to $300,000, $300,001 to $500,000, $500,001 to $1,000,000, $1,000,001 to $1,500,000, $1,500,001 and more.

- People with incomes between $0 and $180,000 correspond to 15 people of the which 5 are women and 10 are men.
- The number of people with incomes between $180,001 and $300,000 amounts to 74 people. of which 31 are women and 43 are men.
- The number of people with incomes between $300,001 and $500,000 amounts to 123 people. of which 62 are women and 61 are men.
- The number of people with incomes between $500,001 and $1,000,000 amounts to 136 people. of which 70 are women and 66 are men.
- The number of people with incomes between $1,000,001 and $1,500,000 amounts to 26 people. of which 14 are women and 12 are men.
- People with incomes between $1,500,000 and more number 25 people out of the of which 11 people are women and 14 are men.

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Figure 1.4: Graphical representation of family income in the Sample



RESULTS ANALYSIS

Source: Own elaboration

Statistical validation of the instrument:

KMO Test Analysis and Bartlett's Sphericity.

The Kaiser-Meyer-Olkin (KMO) test measures the suitability of the data for performing a correct factor analysis, comparing the values of the correlation coefficients observed with the partial correlation coefficients. If the sum of the squares of the The partial correlation coefficients between all pairs of variables are small in Compared to the sum of the squared correlation coefficients, this measure tends to one. For Kaiser, H (1974) the results of the factor model will be excellent if the The KMO index is between 0.9 and 1; good, if it is between 0.8 and 0.9; acceptable, if it is between 0.7 and 0.8; mediocre or regular, when it is between 0.6 and 0.7; bad, if it is between 0.5 and 0.6; and unacceptable or very bad when it is less than 0.5.

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Table 3: KMO and Bartlett's sphericity test

Businessman		Entrepreneur	
Sample adequacy measure by Kaiser-Meyers-Olkin	,908	Sample adequacy measure of Kaiser-Meyers-Olkin	,879
Bartlett's sphericity test	851	Bartlett's sphericity test	861
Next.	,000	Next.	,000

Source: Own elaboration.

Table 3, shown above, indicates a sampling adequacy measure of KMO of 0.908 for the entrepreneur, which for Kaiser is an “excellent” factorial model, which suggests that the model's structure is consistent, that is, that there exists correlation between the variables (traits) that comprise it. Meanwhile, for the entrepreneur, it is It observes a sampling adequacy measure of 0.879, which according to Kaiser is "Good", these indicators help demonstrate that the sampling adequacy is good; this means that the Data obtained from surveys are suitable for factor analysis of the set of data collected.

Continuing with the analysis, it can be seen that the significant or p-value is 0.000 is well below the upper threshold of 0.05, which is good because it corroborates the KMO and Bartlett tests, therefore, can be followed up with factor analysis.

Reliability statistics (Cronbach's alpha).

The internal consistency method based on Cronbach's alpha allows us to estimate the reliability of a measuring instrument through a set of items that are expected to measure the same construct or theoretical dimension.

The validity of an instrument refers to the degree to which the instrument measures that that it intends to measure.

The reliability of the instrument's internal consistency can be estimated with alpha Cronbach's alpha. The reliability measure using Cronbach's alpha assumes that the items

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(measured on a Likert-type scale) measure the same construct and are highly correlated (Welch, B and Comer, J; 1998). The closer the value of Alpha to 1 greater is the internal consistency of the analyzed items. The reliability of the scale It must always be obtained with the data from each sample to guarantee a reliable measurement of construct in the specific research sample.

As a general criterion, George, D and Mallery, P (2003) suggest the The following recommendations are used to evaluate Cronbach's alpha coefficients:

- Alpha coefficient >.9 is excellent
- Alpha coefficient >.8 is good
- Alpha coefficient >.7 is acceptable
- Alpha coefficient >.6 is questionable
- Alpha coefficient >.5 is poor
- Alpha coefficient <.5 is unacceptable

Table 4: Reliability Statistics

	Cronbach's alpha
Businessman	**,935**
Entrepreneur	**, 919**

Source: Own elaboration.

The reliability analysis of the measurement instrument (survey) that collects the information on the entrepreneurial concept, for which it yields a Cronbach's Alpha of 0.935, which is interpreted as an excellent indicator and therefore the variables or The items measure a single construct: brand image. The same situation occurs when Analyzing the entrepreneurial concept, we obtain a Cronbach's Alpha of 0.919.

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Table 5: Cronbach's Alpha analysis if the Entrepreneur element is removed.

Cronbach's alpha if the element		
Realistic	.934Actual	.932
Familiar	.933Reliable	.932
Village	.933Worker	.932
Honored	.933 Insurance	.933
Sincere	.933Intelligent	.932
Authentic	.933Specialist	.933
Healthy	.932Corporate Image	.933
Original	.932Successful	.933
Cheerful	.932Leader	.933
Emotional	.932Confident	.933
Friendly	.932Upper Class	.935
Bold	.934 Glamorous	.934
Modern	.933Attractive	.932
Exciting	.932Charming	.932
With Vitality	.932Female	.935
Brilliant	.932Delicate	.934

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Youth	.932Campestre	.934
Imaginative	.932Male	.934
Distinguished	.932 Western	.936
Contemporary	.933Resistant	.933
Independent	.933Rudo	.935

Source: Own elaboration.

Table 5 of Total-Item Statistics, specifically Cronbach's Alpha if Remove the element, indicating what would happen to the reliability of the instrument. measurement if it eliminates any particular item or feature.

For the measurement instrument, corresponding to measuring the perception about the entrepreneur, it can be concluded that all items contribute to the measurement of the construct Brand Image, since, by eliminating any feature of the measuring instrument, the Alpha Cronbach's alpha would decrease from 0.935, except for the traits Upper Class, Feminine, and Tough, where if any of these are removed, Cronbach's Alpha would still be 0.935.

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Table 6: Cronbach's Alpha analysis if the Entrepreneur element is removed.

Cronbach's alpha if element is removed		
Realistic	,918Actual	,917
Familiar	,918Reliable	,917
Village	,919Worker	,918
Honored	,917Insurance	,917
Sincere	,917Intelligent	,917
Authentic	,917Specialist	,917
Healthy	,917Image Corporate	,918
Original	,918Successful	,917
Cheerful	,917Leader	,917
Emotional	,918Confident	,917
Friendly	,917Upper class	,918
Bold	,919Glamurous	,918
Modern	,918Attractive	,918
Exciting	,917Charming	,916
With vitality	,918Female	,918
Brilliant	,916Delicate	,918

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Youth	,917Campestre	,919
Imaginative	,917Male	,919
Distinguished	,917 Western	,920
Contemporary	,917Resistant	,918
Independent	,918Rough	,920

Source: Own elaboration.

Table 6 of Total-Item Statistics, specifically Cronbach's Alpha if Remove the element, indicating what would happen to the reliability of the instrument. measurement if it eliminates any particular item or feature. In this case, the table is for To measure an entrepreneur, all variables contribute information to measuring the construct. The entrepreneur's brand image; there are 4 traits that, when eliminated, do not affect the model, since Cronbach's Alpha is not altered by removing them from the instrument measurement, these are: Country, Daring, Country and Masculine.

Rotated Components Analysis by the Entrepreneur

The principal components method aims to transform a set from original variables, into a new set of variables (without losing information), linear combination of the originals, called principal components (factors). Principal component analysis seeks to find these components or factors, which They are characterized by being correlated with each other, which successively explain the greatest part of the total model variance.

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Table 7: Rotated component matrix according to SPSS analysis

Rotated Components Matrix					
	Component				
	1	2	3	4	5
Realistic	0.035	0.071	0.544	-0.004	0.312
Familiar	0.052	0.41	0.506	0.189	-0.027
Village	0.138	0.181	0.472	0.322	-0.137
Honored	0.211	0.194	0.776	-0.014	-0.108
Sincere	0.152	0.208	0.803	-0.018	0.015
Authentic	0.192	0.099	0.729	0.033	0.27
Healthy	0.301	0.364	0.367	0.166	0.173
Original	0.158	0.297	0.47	0.032	0.418
Cheerful	0.365	0.533	0.351	0.116	-0.028
Emotional	0.156	0.542	0.374	0.19	0.021
Friendly	0.158	0.628	0.354	0.058	-0.067
Bold	0.173	0.382	0.058	-0.06	0.29
Modern	0.084	0.495	0.131	-0.089	0.439
Exciting	0.162	0.601	0.111	0.235	0.185
With Vitality	0.259	0.659	0.168	0.035	0.045

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Brilliant	0.285	0.62	0.198	0.258	-0.054
Youth	0.137	0.656	0.226	0.322	0.008
Imaginative	0.406	0.488	0.167	0.004	0.222
Distinguished	0.372	0.514	-0.038	0.183	0.202
Contemporary either	0.331	0.457	-0.009	0.083	0.242
Independent	0.576	0.261	0.003	0.077	0.256
Current	0.603	0.292	0.193	0.003	0.176
Reliable	0.431	0.33	0.533	0.143	-0.062
Worker	0.77	0.234	0.208	0.05	-0.089
Sure	0.678	0.164	0.19	-0.032	0.164
Intelligent	0.717	0.283	0.088	0.115	-0.047
Specialist	0.61	0.155	0.258	0.135	0.054
Image Corporate	0.28	0.023	0.206	0.141	0.585
Successful	0.494	0.087	0.081	0.12	0.345
Leader	0.484	0.153	0.246	-0.009	0.417
Confident	0.3	0.154	0.434	0.063	0.393
Upper Class	0.082	0.028	-0.245	0.473	0.548
Glamorous	0.09	0.184	-0.098	0.506	0.494

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Attractive	0.135	0.143	0.301	0.588	0.276
Charming	0.04	0.298	0.32	0.58	0.203
Female	-0.064	0.18	0.027	0.67	0.028
Delicate	-0.154	0.29	0.051	0.664	0.077
Country	0.088	0.145	0.158	0.65	-0.24
Male	0.293	-0.164	0.104	0.549	0.118
Western	0.124	0.055	-0.323	0.499	0.028
Resistant	0.56	0.172	0.031	0.27	0.129
Rude	0.235	-0.039	0.018	0.431	0.025

Source: Own elaboration.

According to the analysis of the rotated component matrix, it can be said that within The following dimensions (columns of the matrix), the cells in yellow represent the factors present within the dimension according to the responses of the individuals and insofar as The answers in green mean that that factor largely explains not one but two dimensions and therefore it is convenient to omit it from the analysis of the results.

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Figure 7: Brand Personality of the Entrepreneur according to the results obtained.



Source: Own elaboration.

Figure 7: Brand Personality of the Entrepreneur according to the results obtained, It shows the composition of the study according to the different dimensions obtained in the In the research, the factors were grouped into 5 dimensions according to the component matrix Main ones. These were: Self-actualization, Extraversion, Integrity, Recognition and Elite.

The results of the descriptive analysis by dimension are presented below. with the aim of drawing conclusions about the perception that the inhabitants of the city of Temuco regarding the entrepreneurial concept.

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Rotated Components Analysis Entrepreneur

Table 8: Rotated component matrix Entrepreneur according to SPSS analysis

Rotated component matrix					
	Component				
	1	2	3	4	5
Realistic	,302	-,012	,091	,492	095
Familiar	,014	,224	029	,707	059
Village	-,123	,309	0.065	,614	-,036
Honored	,262	-,011	,136	,715	,098
Sincere	,341	,004	,197	,567	015
Authentic	,332	-,009	,172	,623	059
Healthy	,366	029	,380	,343	-,064
Original	,182	-,171	,401	,465	057
Cheerful	,115	,008	,405	,529	,255
Emotional	-,015	,217	,430	,403	,014
Friendly	047	,123	,566	,393	,189
Bold	,192	-,006	,630	-,079	0.025
Modern	,457	-,042	,526	,019	-,073
Exciting	,067	,141	,693	,213	0.025
With vitality	,242	-,091	0.560	,200	,166

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Brilliant	,218	0.250	,627	,130	0.075
Youth	,162	,268	,520	,181	0.075
Imaginative	,365	-,102	,515	,152	,215
Distinguished	,395	,371	,293	,185	-,129
Contemporary	,507	,110	,242	,154	051
Independent	,476	-070	,162	,222	,117
Current	,413	026	,331	,348	0.025
Reliable	,442	-,014	,229	,297	,302
Worker	,352	-,237	,210	,259	,437
Sure	,557	-,016	,203	,194	,315
Intelligent	,629	,014	,216	0.025	,307
Specialist	,596	,206	,234	,117	,003
Corporate Image	,672	,255	-,009	,023	-,122
Successful	,667	,217	,081	,122	,042
Leader	,687	040	0.060	095	,142
Confident	,493	,262	,204	,108	-,009
Upper class	,342	,653	-,015	-,106	-,137
Glamorous	,325	,704	-,017	-,034	-056
Attractive	,227	,635	,033	-058	,324

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Charming	,249	,594	,130	058	,403
Female	045	,673	-,004	,231	,137
Delicate	,063	,728	,041	,180	-,004
Country	-,118	,693	0.050	,190	-,024
Male	-075	,566	,205	-,093	,320
Western	,022	0.565	,081	-,017	,036
Resistant	,153	,133	,184	,123	,687
Rude	,011	,296	-,034	058	,633

Source: Own elaboration.

Analysis of Table 8: Rotated Components Matrix Entrepreneur according to SPSS analysis is performed similarly to the entrepreneur's analysis, as follows: Figure 8 presents the composition of the dimensions.

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Analysis and Discussion of the Dimensions Obtained

Results Analysis for Entrepreneur

Next, a descriptive analysis will be carried out by dimension with the objective of to draw conclusions about the perception held by the inhabitants of the city of Temuco about the entrepreneurial concept.

Chart 2, shown below, illustrates the evaluations of each trait and These are grouped and separated by dimension, where it is possible to see that The Self-actualization dimension is the one that is most highly valued by the inhabitants of In the city of Temuco, in general the features of this dimension were rated above 5 or very close to 5 in a semi-uniform way.

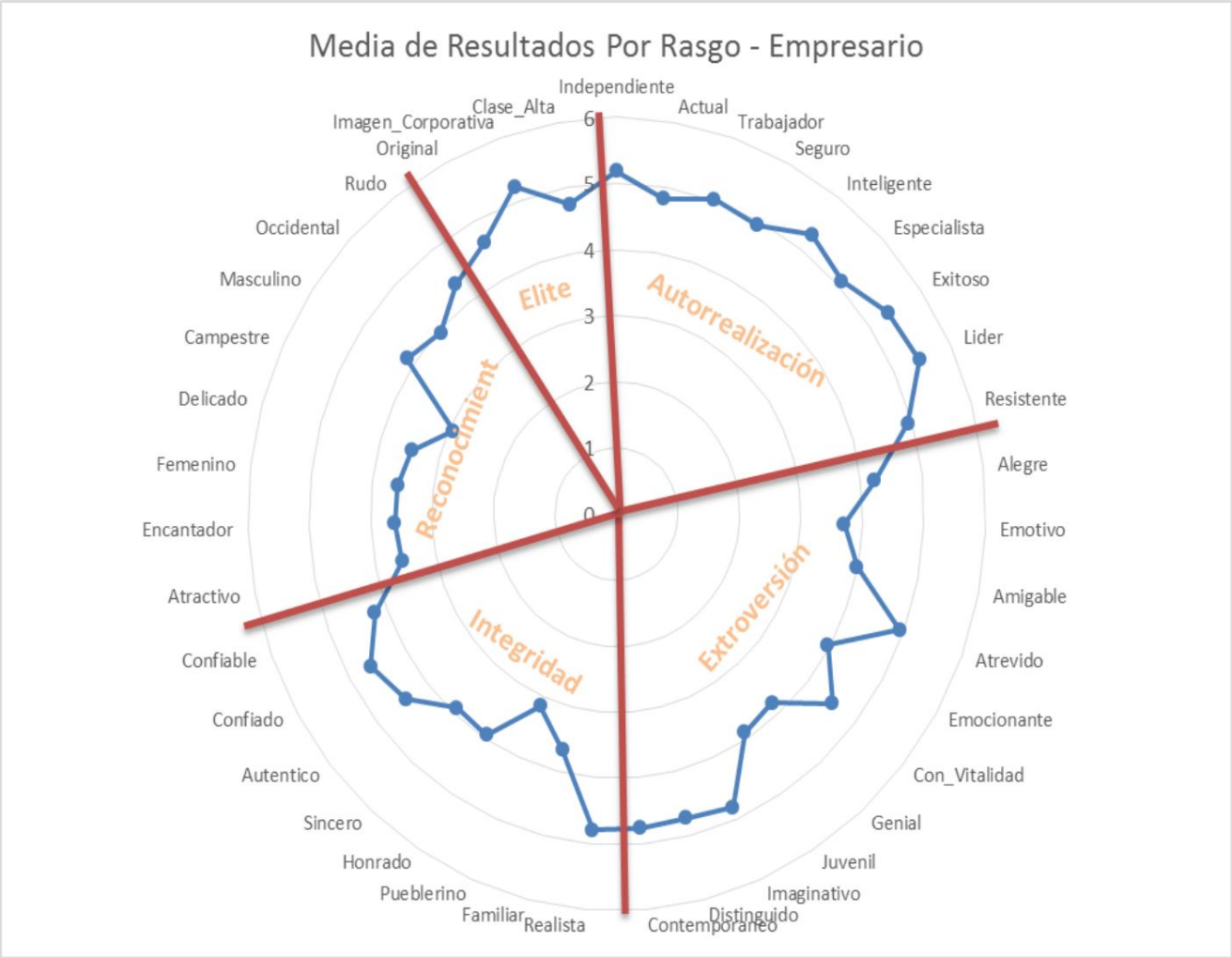
It is possible to see that the Recognition dimension was the least developed dimension. valued by the inhabitants of the city of Temuco, where the appreciation of its features predominated within the score 3.

The most valued trait, and therefore the one that is most valued by the residents of the city of Temuco's most clearly perceived strength within the business concept is its Leadership, a trait which obtained a score of 5.45. The trait Success follows closely behind. They received a rating of 5.36 points, therefore they are also perceived as successful people.

On the other hand, the businessman is not considered to be rural or small-town because the residents of Temuco, where their ratings reached the lowest averages, These being 2.94 and 3.15 respectively.

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Graph 2: Graphical representation of the means for the Entrepreneur construct.



Source: Own elaboration

Dimension: "Personal Fulfillment"

This dimension refers to the degree to which the inhabitants of the city of In Temuco, entrepreneurs are perceived as self-actualized individuals who value... characteristics such as whether they are successful, self-confident, leaders, independent and among others.

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Table 9: Descriptive Statistics Personal Fulfillment Dimension - Entrepreneur

	Average	Std. dev.
Independent	5.19	1,555
Current	4.83	1,720
Worker	5.02	1,826
Sure	4.93	1,790
Intelligent	5.29	1,612
Specialist	5.08	1,572
Successful	5.36	1.299
Leader	5.45	1,440
Resistant	4.93	1,624
Average dimension 5.12		

Source: Own elaboration.

The traits of this dimension average a score of 5.12, which reflects that The inhabitants of the city of Temuco have an image of the businessman as a person self-actualized, where the Leader Trait is the one that stands out the most in this dimension with a The overall rating is 5.45, and the Current trait, with a score of 4.83, is the least valued within this category. dimension, even so it is above the threshold of 4 points which is why it is considered by the inhabitant of the city of Temuco as current people.

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Dimension: "Extroversion"

The Extroversion dimension refers to the degree to which the inhabitants of the The city of Temuco perceives the businessman in this way, valuing traits or characteristics of this group of individuals such as vitality, emotion, joy, joviality, distinction, and among others.

Table 10: Descriptive Statistics Extroversion- Entrepreneurial Dimension.

	Average	Std. dev.
Cheerful	4.23	1,694
Emotional	3.70	1,662
Friendly	3.99	1,758
Bold	4.92	1,699
Exciting	3.96	1,638
With Vitality	4.53	1,608
Brilliant	3.81	1,713
Youth	3.90	1,746
Imaginative	4.82	1,625
Distinguished	4.73	1,735
Contemporary	4.76	1.471
Average dimension 4.30		

Source: Own elaboration.

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The traits of this dimension average a score of 4.30, which reflects that
The resident of the city of Temuco assigns an almost neutral value to the dimension
Extroversion, even so, is 0.3 points above the threshold of complete neutrality.
In this dimension, the traits of being bold and imaginative are those that have the highest value.
These being 4.92 and 4.82 respectively.

On the other hand, the least valued traits are Emotional and brilliant, while being valued with an average of 3.7 and 3.81, therefore the inhabitants of Temuco do not consider the Businessman in general as an emotional or brilliant person, what's more, he's not even that considered friendly, exciting and youthful.

Dimension: "Integrity"

The integrity dimension refers to the degree to which the city's inhabitants
People from Temuco perceive businesspeople as generally honest individuals, where they value
Characteristic traits of this group of individuals such as Realistic, Family-oriented, Honest
and among others.

Table 11: Descriptive Statistics Integrity Dimension - Entrepreneur.

	Mean	Std. Dev.
Realistic	4.79	1.605
Familiar	3.67	1,641
Village	3.15	1,668
Honored	3.95	1,792
Sincere	3.91	1,805
Authentic	4.42	1,754
Confident	4.61	1,760
Average dimension 4.07		

Source: Own elaboration.

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Overall, this dimension averaged a neutral rating of 4.07 points, therefore which the inhabitant of the city of Temuco does not consider the businessman as a person you integrate.

The traits evaluated below 4 points and therefore do not represent this Characteristics of the businessman are: Family-oriented, small-town, honest, and sincere.

Conversely, he is considered to be Realistic and Confident, being evaluated with a score of 4.79 and 4.61 respectively.

Dimension: "Recognition"

This dimension refers to how the inhabitant of the city of Temuco identifies the entrepreneur, whether as trustworthy, attractive, feminine, tough and among others.

Table 12: Descriptive Statistics Recognition Dimension - Entrepreneur.

	Average	Std. dev.
Reliable	4.20	1,860
Attractive	3.55	1,635
Charming	3.61	1,757
Female	3.58	1,728
Delicate	3.47	1,671
Country	2.94	1,580
Male	4.14	1,766
Western	3.96	1,702
Rude	4.35	1,724
Average dimension 3.87		

Source: Own elaboration.

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The Recognition dimension averaged a score of 3.87 points, therefore
This is interpreted as a lack of identity in this group of individuals in general.

Between the Masculine and Feminine traits, it can be concluded that the entrepreneur is perceived as a male figure since his score was 4.14 compared to
the 3.58 points that the feminine trait obtained.

Only three traits were rated positively and are therefore considered characteristics traits present in the businessman: Reliable, Masculine, and Tough.

The traits: Attractive, Charming, Feminine, Delicate, Country and Western
They are found below the threshold for identifying this trait in entrepreneurs, therefore
They are not considered as such.

Dimension: “Elite”

The Elite dimension, as defined by the Royal Spanish Academy, means:
Select or ruling minority, that is why in this dimension the inhabitants of the city of Temuco valued characteristics or traits such as Originality, Corporate Image and Class High.

Table 13: Descriptive Statistics Elite-Entrepreneur Dimension.

	Average	Std. dev.
Original	4.63	1,715
Corporate Image	5.22	1,499
Upper Class	4.74	1,722
Average dimension 4.86		

Source: Own elaboration.

This dimension averaged a rating of 4.86 points, therefore it can be conclude that the inhabitant of the city of Temuco has an image about the businessman like that of an elitist.

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The feature that received the highest score was Corporate Image,
This rating was 5.22 points, and the least rated trait was Original, with
4.63 points.

Results Analysis by Sex

Table 14: Summary of Means by Dimension and Sex of the Entrepreneur

Dimension	Male Female	
Self-actualization	5.11	5.13
Extroversion	4.35	4.26
Integrity	4.12	4.02
Recognition	3.77	3.74
Elite	4.94	4.78

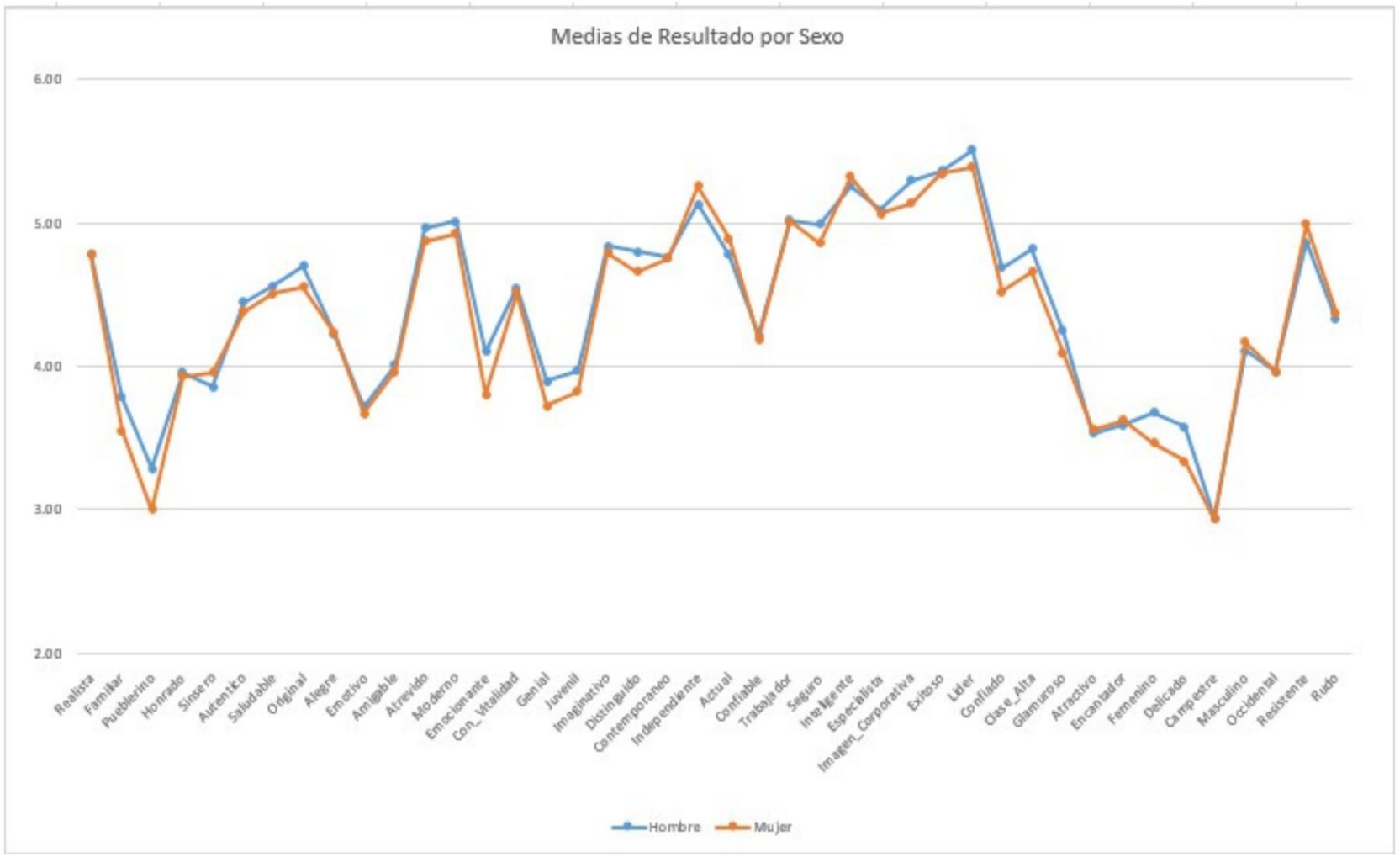
Source: Own elaboration.

From the summary table of means by dimension and sex it is possible to determine that
In general, the ratings are similar between sexes, even so the male gender assigns
a higher score for each dimension of the entrepreneur, except for the dimension
Self-actualization, where the female gender assigns 0.014 more points of value to
this dimension compared to its male counterpart.

The largest score difference is 0.15 points between men and women.
This difference corresponds to the Elite dimension, where men possess a
The image of the businessman as superior, like that of someone from the elite, compared to the gender
female.

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Chart 3: Average results of the 42 Traits by Sex.

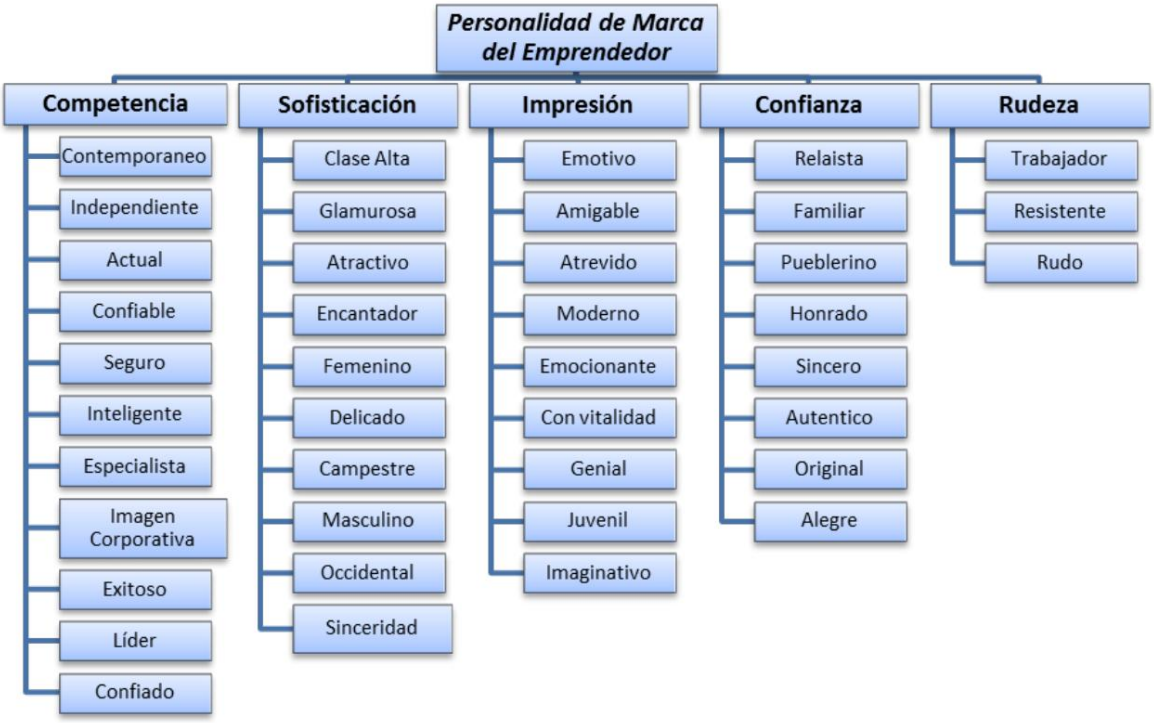


Source: Own elaboration.

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Results Analysis for the Entrepreneur

Figure 8: Entrepreneur's Brand Personality according to the results obtained.



Source: Own elaboration.

According to the results obtained, Figure 8 shows the composition of the dimensions and features and presents some differences to those proposed by Aaker, J (1996) due to cultural and social factors in the region.

Next, a descriptive analysis will be carried out by dimension with the objective to draw conclusions about the perception that the inhabitants of the city have of Temuco about the entrepreneurial concept.

Similar to the analysis done for business owners, a chart is presented. explanatory (see graph 4) general of the responses obtained from the individuals to ask them about the concept of entrepreneurship.

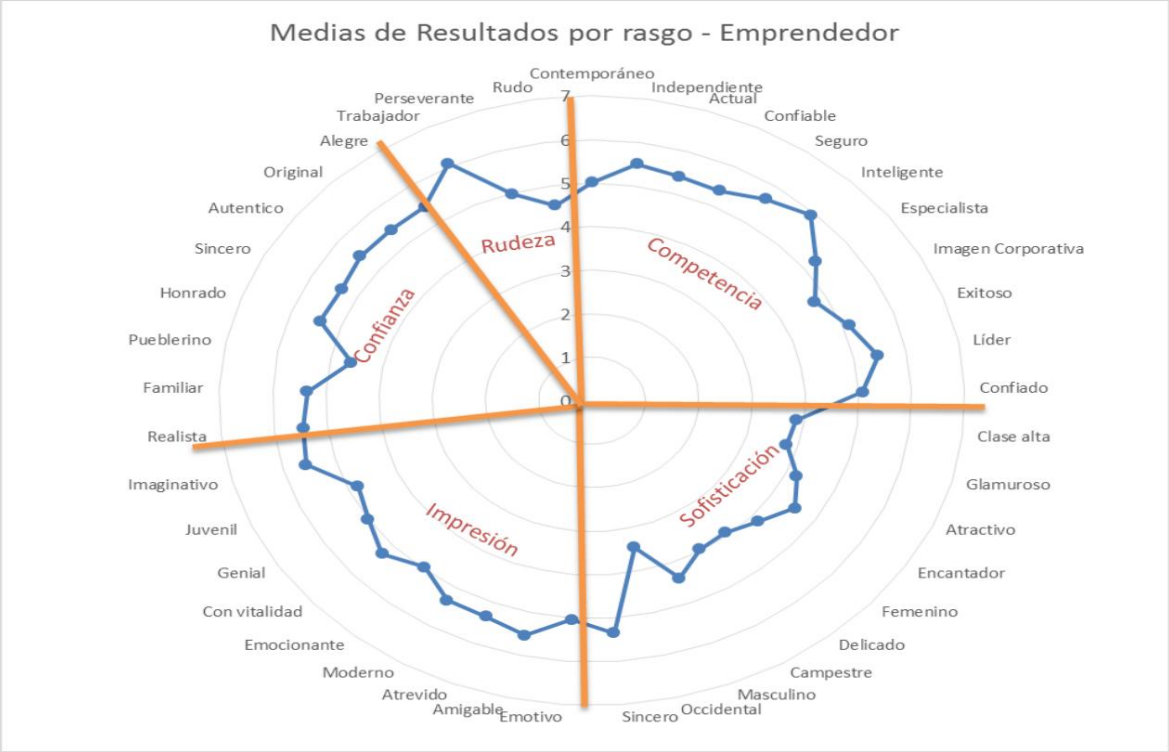
As you can see, the traits that people value most in the Entrepreneurs are: hardworking, intelligent, a leader, imaginative. This means that the Most people surveyed agree that these skills are present in the concept of an entrepreneur.

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On the other hand, the personality traits least valued by people

When asked about entrepreneurs, the types are: Contemporary, Western, Glamorous, Upper class. Village.

Graph 4: Graphical representation of the means for the Entrepreneur construct.



Source: Own elaboration.

Next, a descriptive analysis will be carried out by dimension with the objective of to draw conclusions about the perception held by the inhabitants of the city of Temuco about the entrepreneurial concept.

"Competition" Dimension

This dimension refers to the degree to which the inhabitants of the city of In Temuco, they perceive entrepreneurs as competent individuals in their work. work or what they wish to do, terms such as whether they are good leaders, whether they are successful in What they develop, whether they are specialists in the topics they deal with, among other things, are traits who value and seek to identify this concept of competence.

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Table 15: Descriptive Statistics Dimension Competence - Entrepreneur.

	Average	Std. dev.
Contemporary	5.01	1,459
Independent	5.5	1,465
Current	5.4	1,343
Reliable	5.38	1,319
Sure	5.67	1.35
Intelligent	5.92	1,231
Specialist	5.28	1,403
Corporate Image	4.75	1,677
Successful	5.12	1,527
Leader	5.46	1,378
Confident	5.08	1,482
Average dimension	**5.32**	

Source: Own elaboration.

These 11 traits average a score of 5.32, which reflects that the inhabitant of The city of Temuco has an image of the entrepreneur as a competitive person.

Within the Competitive dimension, the most valued traits do not exceed 6 points on the Likert scale, these being: First place Intelligent with a weighting of 5.92 On average, which means that those surveyed think and agree that The entrepreneur is an intelligent person, as well as confident, since this trait The average is very similar to the previous one (5.67). The trait that respondents valued least was the Corporate Image section did not achieve a score higher than 4.75.

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Dimension "Sophistication"

This dimension refers to the degree to which the inhabitants of the city of In Temuco, they perceive entrepreneurs as elegant in their work. work and/or their personality, terms such as whether they are upper class, whether they are charming and glamorous, or defined as sincere in their work environment, among others, are traits that They value and seek to identify this concept of elegance.

Table 16: Descriptive Statistics Sophistication Dimension - Entrepreneur.

	Average	Std. dev.
Upper class	3.85	1,689
Glamorous	3.78	1,739
Attractive	4.21	1,706
Charming	4.53	1,689
Female	4.17	1,764
Delicate	3.93	1,733
Country	3.96	1,784
Male	4.39	1,702
Western	3.46	1,757
Sincere	5.35	1,327
Average dimension	**4.16**	

Source: Own elaboration.

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In total, these 10 traits average a score of 4.16, which reflects that the
A resident of the city of Temuco does not have an image of it and/or does not consider it to be of great importance.
a stylish person.

Within the "Elegance" dimension, the only trait that stands out most is
5.35 points on the Likert scale is Sincere, being the most valued by the respondents.
unlike the Western trait which has a very low value (3.46) being not
representative of the people interviewed, as well as the delicate features,
rural and upper class.

Dimension “Printing”

This dimension refers to the degree to which the inhabitants of the city of
In Temuco, they perceive entrepreneurs as approachable people (Personal impression) in the
performance of their work and/or their way of being, terms such as whether they are daring, if
They always maintain a friendly posture, if they have a lot of vitality in the area where they are
These are, among other things, traits that they value and seek to identify within this concept of
"Impression".

Table 17: Descriptive Statistics Close - Entrepreneurial Dimension.

	Average	Std. dev.
Emotional	5.04	1,473
Friendly	5.53	1,305
Bold	5.34	1,510
Modern	5.33	1,300
Exciting	4.95	1,355
With vitality	5.28	1,496
Brilliant	5.01	1,504

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Youth	4.82	1,540
Imaginative	5.56	1,424
Average dimension 5.21		

Source: Own elaboration.

In total, these 9 traits average a score of 5.21, which reflects that the A resident of the city of Temuco has an image of, and/or largely considers it to be, a close person.

Within the "Impression" dimension, the features that stand out the most are Imaginative and Friendly with an average rating of 5.56 and 5.53 respectively, even so It should be noted that the average does not exceed 5.6 points, which is not a very high score. considering that the scale applied includes up to 7 points, which suggests While these traits are valued, they are not valued to a high degree. Furthermore, On the other hand, the traits that respondents valued least were Youthful and Exciting, with a average of 4.82 and 4.95 respectively.

Dimension “Trust”

This dimension refers to the degree to which the inhabitants of the city of In Temuco, they perceive that entrepreneurs have “confidence” in their performance. work and/or their way of being, terms such as whether they are sincere, authentic, or honest in the area in which they operate, among other things, these are traits that they value and seek to identify this concept of “trust”.

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Table 18: Descriptive Statistics Confidence Dimension - Entrepreneur.

	Average	Std. dev.
Realistic	5.45	1,374
Familiar	5.35	1,489
Village	4.60	1,769
Honored	5.42	1,414
Sincere	5.35	1,327
Authentic	5.47	1,324
Original	5.44	1,402
Cheerful	5.45	1,307
Average dimension 5.32		

Source: Own elaboration.

In total, these 8 traits average a score of 5.32, which reflects that the A resident of the city of Temuco has an image of, and/or largely considers it to be, a a person who possesses “confidence”.

In the trust dimension, the trait that respondents value most is authenticity and honored with a score of 5.47 and 5.42 respectively. On the other hand, the only trait The trait that respondents considered least valued for this dimension is "small-town," since its score does not reach 5 points (4.6), all other features being above 5 points.

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Dimension “Rudeness”

This dimension refers to the degree to which the inhabitants of the city of
In Temuco, they perceive that entrepreneurs possess "Rudeness" in the performance of their work
and/or in their character, terms such as whether they are hardworking, resilient, and tough in the area in
The one that unfolds, are traits that are valued and intended to identify this concept of
"Rudeness".

Table 18: Descriptive Statistics Rudeness Dimension - Entrepreneur.

	Mean Std.	Dev.
Worker	6.08	1,136
Resistant	4.98	1,633
Rude	4.54	1,734
Average dimension 5.2		

Source: Own elaboration.

In total, these 3 traits average a score of 5.2, which reflects that the
A resident of the city of Temuco has an image of, and/or largely considers it to be, a
a person who possesses “Rudeness”.

Within the Rudeness dimension, the most representative and/or valued traits by the
The trait most frequently mentioned by respondents is Worker, with a score of 6.08, which is very high compared to others.
with the traits found in the dimension, such as rough and resistant, which
They do not exceed a score of 5 points.

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Results Analysis by Sex

Table 19: Summary of Means by Dimension and Sex

Dimension	Male	Female
Competitive	5.35	5.3
Sophistication	4.15	4.29
Impression	5.29	5.11
Trust	5.3	5.32
Rudeness	5.22	5.17

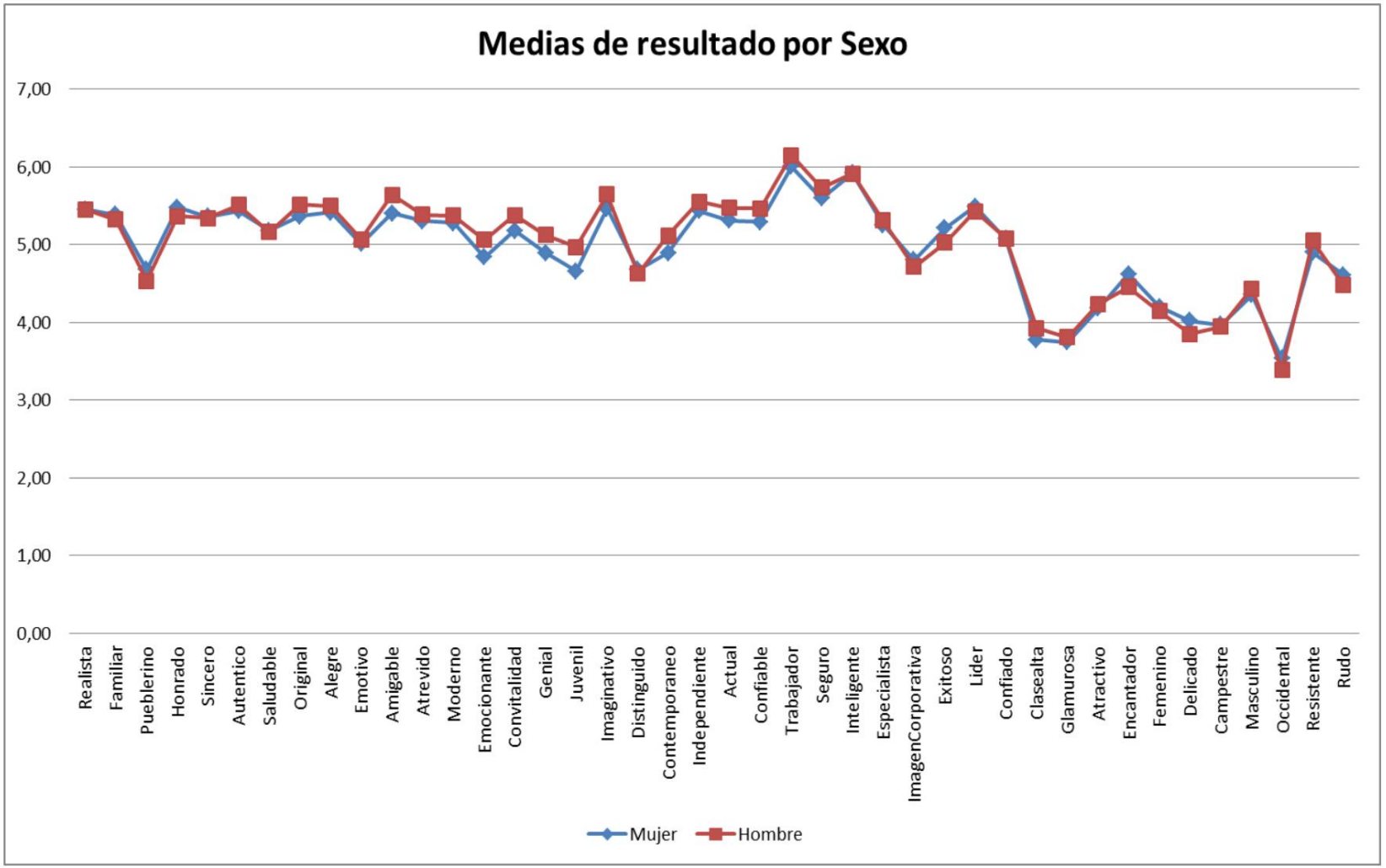
Source: Own elaboration.

From the summary table of means by dimension and sex it is possible to determine that In general, the ratings are similar between sexes, even so the male gender assigns a higher score for each dimension of the entrepreneur, except for the dimension elegance, where the female gender assigns 0.14 points more to said value dimension compared to its male counterpart and the confidence dimension in where the female sex gives it a higher rating with 0.02 compared to the male sex male.

The largest score difference is 0.18 points between men and women, said The difference corresponds to the close dimension, where men possess an image The businessman's superior and they see him as someone close compared to the gender female.

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Chart 5: Average results of the 42 Traits by Sex Entrepreneurial concept.

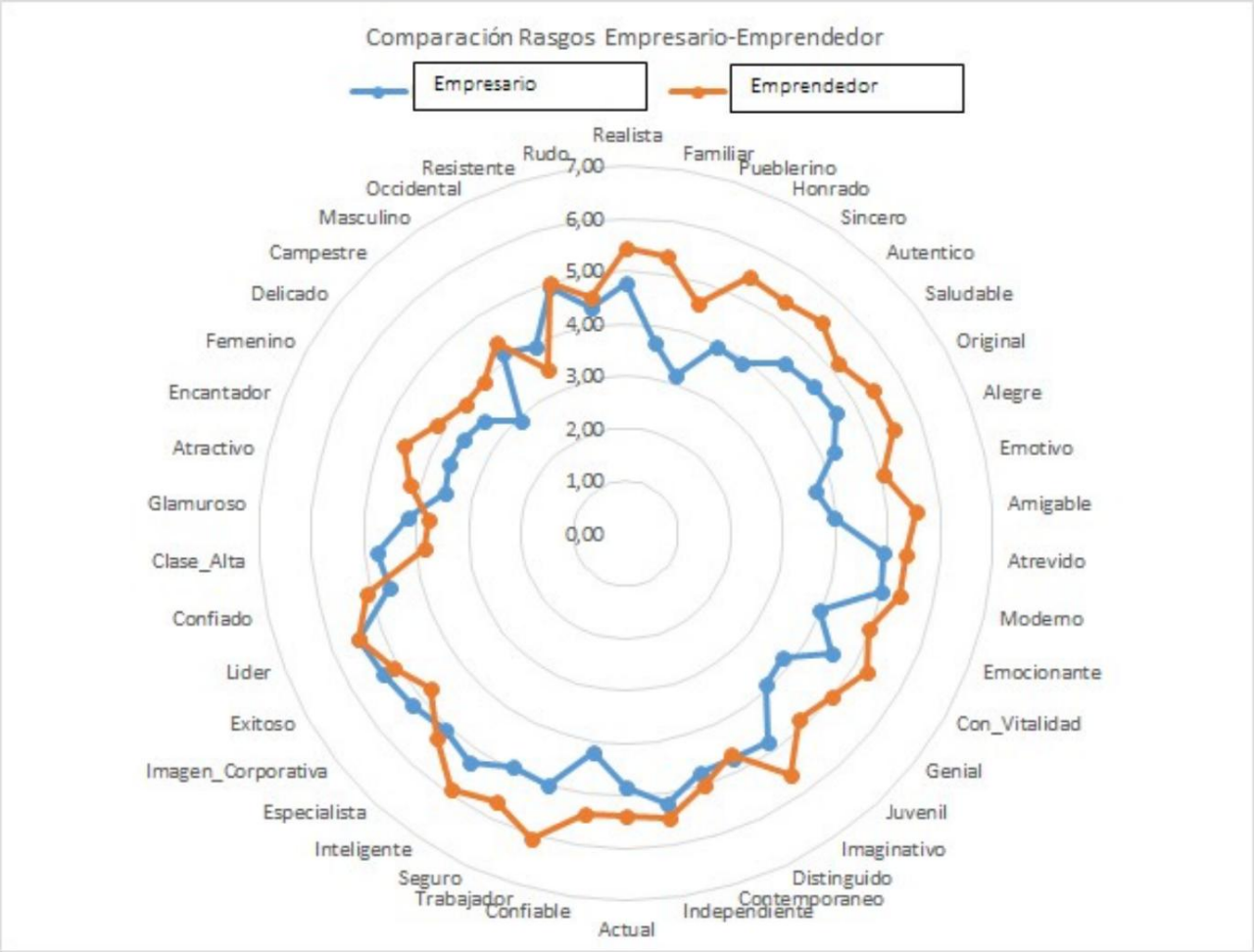


Source: Own elaboration.

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Comparative Analysis based on Entrepreneurial-Businessman traits

Chart 6: Comparison of traits of Businessman - Entrepreneur



Source: Own elaboration

Figure 6 represents a comparative analysis between the businessman and the entrepreneur. where the rating given by the inhabitants of the city of Temuco is compared to the features of the Brand Image measurement instrument.

In comparative analysis it is possible to visualize that the features of the concept entrepreneurs were mostly rated much higher by part of the residents of the city of Temuco compared to the businessman.

The traits Distinguished, Corporate Image, Successful, Upper Class, Glamorous and Western/foreign were mostly valued for the entrepreneurial concept.

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The traits hardworking, intelligent, imaginative, and friendly were mostly valued for the entrepreneurial concept.

The traits that were least valued by the inhabitants of the city of Temuco The businessman was delicate, family-oriented, emotional, friendly, and trustworthy.

The traits that were least valued by the inhabitants of the city of Temuco The entrepreneur was Western and corporate image.

Table 20: General Comparison of Businessman and Entrepreneur.

Businessman		Entrepreneur	
Dimensions	**Dimensions Assessment**		**Assessment**
Personal Fulfillment	**5.12**	**Competition**	**5.32**
Extroversion	**4.30**	**Sophistication**	**4.16**
Integrity	**4.07**	**Impression**	**5.21**
Recognition	**3.87**	**Trust**	**5.32**
Elite	**4.86**	**Rudeness**	**5.2**
Average	**4.44**	**Average**	**5.04**

Source: Own elaboration.

As can be seen in Table 20, in general, the entrepreneur is more valued. The businessman, the image of the first item is valued by people with a 5.04, Therefore, it can be said with certainty that the people interviewed believe that the image of The entrepreneurs are good, and the dimensions with the greatest strength in the case of For entrepreneurs, the key factors are Competition (5.32) and Trust (5.32), while competition Sophistication (elegance) is the least valued with a 4.16.

Meanwhile, analyzing the businessman, although the valuation is lower than those of entrepreneur (4,44), it can be said that the image is not negative because in a

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Likert scale from 1 to 7 the inflection point to determine this is found at the
Next: establish whether the total weighted score is less than or greater than 3.5 (half of the highest Likert score).

The dimension most highly valued by the sample universe was that of “Realization "Personal" with a 5.12, that means that the inhabitants of Temuco consider
It is true that self-realization exists among entrepreneurs. Meanwhile, the worst
The "Recognition" dimension was valued with a rating of 3.87, as was "Integrity".

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CONCLUSIONS

In this final part of the investigation, a synthesis will be made with the main points. Conclusions drawn from the research work **“Entrepreneur Brand Image” and the businessman, and the perception that the inhabitants of the city of Temuco have,”** in order to create a discussion about the results obtained, the implications methodological and practical aspects, as well as creating guidelines for lines of research future.

The perception of brand personality is the central focus of the research because this concept within Marketing is one of the topics of greatest interest are awakening today. This, coupled with the importance of studying the image of Businessmen and entrepreneurs in the capital of the Araucanía region.

This research is divided into three fundamental parts, the first part It considers the conceptual framework of Brand personality and entrepreneurial concepts and entrepreneur.

The second is focused on the development of the methodological aspects of the research establishing guidelines for the collection and subsequent analysis of the Information. To conclude the third part, work was done on the empirical results of the research at both the individual levels of business owners and entrepreneurs, as well as comparison of these concepts.

CONCLUSIONS BASED ON THE THEORETICAL FRAMEWORK.

The first part is divided into three major topics of great interest for development of the theoretical framework of the research.

The first part addresses the topic: Brand image, which can be obtained mainly that brand image is considered first and foremost **"an Image" in itself,** which should not be confused with brand identity. According to Dowling (1986), brand image is defined as “the set of meanings by which an object is known and through which the People describe it, remember it, and relate it.” Keller, K (1993) on the other hand proposes that Brands can be broken down into attributes and attitudes; Davis (2002) includes these.

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attributes, benefits, and values, in addition to a type of intangible attributes. Meanwhile Plummer, P (1985) adds to the above that consumers can think about the brands and talk about them as if they were people.

Regarding brand personality, several authors who have worked on They agree that the concept of a trait or factor arises from this topic; The latter consists of specific characteristics present in human personality (Eysenck, H; 1970 and Norman, W; 1963).

On the other hand, Aaker, J (1996) proposes that the brand can be perceived as person, where the relationships between the brand and the customer are, the personality that reflects the Brand (authentic, energetic, tough, sincere, etc.) can be associated with the Entrepreneur and Entrepreneur.Based on the dimensions of human personality, the study by Aaker, J (1997) identified five major dimensions related to the personality of Brands: sincerity, emotion, competence, sophistication, and rudeness, which are explained by 42 features.

According to Jennifer Aaker (1997), brand personality refers fundamentally to The human personality traits attributed to the brand, therefore, define the brand personality as “the set of human characteristics associated with a brand”, understanding it, therefore, more as a whole than as a part of the identity.

Finally, the concept of Businessman and Entrepreneur is addressed, according to the definition From the Royal Spanish Academy: The entrepreneur “is that person who by "Whether through a concession or a contract, the company carries out a project or operates a public service." Meanwhile An entrepreneur is someone who resolutely undertakes difficult or risky actions.

This part of the research highlights the importance of investigating the Businessman and the Entrepreneur, for example authors such as Brunet, I. and Alarcón, A. (2004) In their research they cite Baumol, W. (1993); who states that “It is fundamental to recognize the characterization of the entrepreneur and entrepreneurship insofar as it is assumed which is a factor of economic growth and an essential exponent of human capital every society.”

On the other hand, and addressing the other central theme of the investigation, there have been important contributions such as those of Knight to the entrepreneurial concept, Tarapuez E; et al.

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(2008) indicates that the entrepreneur possesses characteristics and attributes, such as: Intelligent, willing to take risks, energetic, optimistic, creative, tenacious and persistent, inter alia.

Based on what has been established by these authors and mainly by Plummer, P (1985) The concept of Entrepreneur and Businessperson has been considered a Brand. Under According to this logic, the concept of personality is understood as multidimensional and possesses a A set of traits or factors that can be associated with the Entrepreneur and Businessperson. Therefore It can be said that Entrepreneur and Businessman are indeed susceptible to to have certain characteristics or personality attributes shaped by their lifestyle and that other people can identify.

CONCLUSIONS OF THE EMPIRICAL RESEARCH

The conclusions of the empirical research process are detailed according to the objectives pursued in this, the results obtained from the quantitative research They answer each of the objectives set out in this research and contribute a empirical support that allows for a better understanding of personality information Brand of the Entrepreneurs and Businessmen by the inhabitants of the city of Temuco.

The conclusions of the empirical research are presented divided into three stages:

1) The perception of personality traits for the Entrepreneur,

2) The perception of personality traits for the Entrepreneur,

3) Comparison between Businessman and Entrepreneur.

The perception of personality traits for the Entrepreneur.

Following Aaker's study (1996), work was based on the 5 great dimensions that she proposed in her research to assess brand personality, the which, for the context of our research, were grouped differently than the proposals by this author, since the inhabitants of the city of Temuco perceived of The features are shaped differently, probably due to cultural and social factors. The personal fulfillment dimension is composed of 9 traits with an average score of 5.12 on a Likert scale of 1 to 7. The Extroversion dimension has 11 traits of

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Personality has an average of 4.3. Integrity has 7 traits with an average
weighted score of 4.07. Recognition, on the other hand, has 9 personality traits with a
The average score for this dimension is 3.87; this is the worst-rated dimension of the construct.
entrepreneur. Finally, the Elite dimension has 3 traits and the average score is
4.86.

The results demonstrate that brand personality for the entrepreneur is
This can be interpreted as meaning they are self-actualized people; this refers to self-actualization.
For people, it constitutes or represents those who are successful, self-confident,
Leaders, independents, among others. Furthermore, if the dimension is analyzed individually...
The most valued trait is the **leader** concept with a weighted average of 5.45 on the scale
Likert scale from 1 to 7, also traits such as **successful** and **intelligent.**

The worst-rated dimension is recognition, representing how people
They represent the entrepreneur, whether reliable, tough, feminine, attractive; the most prominent trait
The valued trait is rude, with a rating of 4.35, along with traits such as **masculine** and
Reliable.

If we characterize the image of the entrepreneur in general and analyze the assessment of
The traits that stand out most are: Realistic, Masculine,
Bold, Modern, Exciting, Independent, Leader, Success, Corporate Image
Safe, Smart, High Class.

The perception of personality traits for the Entrepreneur

As in the previous case, the dimensions obtained for the entrepreneur
The proposals by Aaker (1996) were different and different from those obtained from the concept or
entrepreneurial brand.

The first dimension is Competence with 11 traits present and a weighting
Weighted average of 5.32. Second place: **Sophistication** with 10 traits which
It averages 4.16. Meanwhile, the **Impression** dimension has 9 features and averages 5.21.
Trust has 8 traits and averages one dimension 5.32. Finally, the **Rudeness** dimension
It has 3 traits and averages 5.2.

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The highest-rated dimensions are Competence and Trust, with Competence coming in first. Competence refers to people who are competent in their work or in whatever they wish to do. Furthermore, within this dimension, people consider that Entrepreneurs They are intelligent, safe, and reliable. Reliability refers to the fact that they Entrepreneurs have enough confidence to perform well in their work and in their way of being, and there are present traits such as honest, cheerful and original.

The worst-rated dimension is sophistication, which refers to the degree to which the Entrepreneurs are elegant people in the performance of their work and in their manner, The most valued trait in this dimension was sincerity, and the least present was "orange." upper class and glamorous.

Finally, by performing a general characterization, it can be determined that the The most valued traits for the entrepreneurial concept are: Authentic, Cheerful, Friendly, Imaginative,

Reliable, Safe, Intelligent, Leader, Sincere, Realistic, Original, Authentic, Hardworking (The highest weighting, with a 6, is the Likert scale).

Comparison between Businessman and Entrepreneur.

In general, entrepreneurs are better valued than business owners with a ratings of 5.04 and 4.44 respectively, so it can be said that the entrepreneurs They have a better image than businessmen; this occurs in almost all aspects without However, there are some exceptions where the entrepreneur is valued more highly than the entrepreneur, these are:

Feature	Businessman	Entrepreneur	Difference
Corporate Image	5.22	4.75	0.47
Successful	5.36	5.12	0.24
Upper Class	4.74	3.85	0.89
Western	3.96	3.46	0.5

Source: Own elaboration.

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Following this line of reasoning, the worst-rated traits for the businessmen are: Small-town (3.15), Emotional (3.7), Honest (3.95), Country (2.94 the worst) valued),

Sincere (3.01), Attractive (3.55), Charming (3.61), Feminine (3.58), Delicate (3.47).

Meanwhile, if we analyze the entrepreneur, there is a tendency to value the traits better than those of entrepreneurs, with the following being the most valued traits:

Feature	Entrepreneur	Businessman	Difference
Familiar	5.35	3.67	1.68
Village	4.6	3.15	1.45
Honored	5.42	3.95	1.47
Sincere	5.35	3.41	1.44
Emotional	5.05	3.07	1.34
Country	3.96	2.94	1.02
Reliable	5.38	3.2	1.18
Worker	6.08	5.02	1.06
Brilliant	5.01	3.81	1.2

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APPENDICES

Annex 1 Measuring Instrument

SURVEY: BRAND IMAGE OF THE ENTREPRENEUR AND THE BUSINESSMAN, PERCEPTION HELD BY THE INHABITANTS OF THE CITY OF TEMUCO.

Dear Respondent,

Thank you for participating in this research work.

The aim of this study is to learn how ordinary people
They perceive the brand personality (image).

All responses will be kept strictly confidential. When you evaluate each one
Regarding brands, please make sure you really consider your own preferences.

It is very important to make sure that you do not evaluate these brands in a general way. Only We are interested in your personal feelings and preferences regarding brands.

In the following sections, you will be given two concepts: on the one hand, there are entrepreneurs and On the other hand, there are entrepreneurs, so that you can value them.

Please pay attention to the instructions. READ AND FOLLOW ALL INSTRUCTIONS CAREFULLY.

If you have any questions during the study, please ask the Researcher.

Thanks again for participating.

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BUSINESS OWNER: Below is a list of personality traits human so that you can value them in terms of the image that the concept projects businessman. We ask you to rate them, considering to what extent you believe each Which trait describes the entrepreneur? Please indicate with an “X” on a scale of 1 to 7 (where the number 7 means that the trait fully describes the entrepreneur according to his opinion and number 1 means that the trait does not represent the entrepreneur at all according to the perception you have).

No.	Traits	Businessman									
1	Realistic	1	2	3	4	5	6	7			
2	Family	1	2	3	4	5	6	7			
3	Villager	1	2	3	4	5	6	7			
4	Honest	1	2	3	4	5	6	7			
5	Sincere	1	2	3	4	5	6	7			
6	Authentic	1	2	3	4	5	6	7			
7	Healthy	1	2	3	4	5	6	7			
8	Original	1	2	3	4	5	6	7			
9	Cheerful	1	2	3	4	5	6	7			
10	Emotional	1	2	3	4	5	6	7			
11	Friendly	1	2	3	4	5	6	7			
12	Daring/Bold	1	2	3	4	5	6	7			
13	Modern	1	2	3	4	5	6	7			
14	Exciting	1	2	3	4	5	6	7			
15	With Vitality	1	2	3	4	5	6	7			
16	Great	1	2	3	4	5	6	7			
17	Youth	1	2	3	4	5	6	7			
18	Imaginative	1	2	3	4	5	6	7			
19	Distinguished	1	2	3	4	5	6	7			
20	Contemporary	1	2	3	4	5	6	7			
21	Independent	1	2	3	4	5	6	7			
22	Actual	1	2	3	4	5	6	7			
23	Reliable	1	2	3	4	5	6	7			
24	Worker	1	2	3	4	5	6	7			
25	Insurance	1	2	3	4	5	6	7			
26	Intelligent	1	2	3	4	5	6	7			
27	Understood	1	2	3	4	5	6	7			
28	It has an image Corporate	1	2	3	4	5	6	7			
29	Successful	1	2	3	4	5	6	7			
30	Leader	1	2	3	4	5	6	7			

34	Attractive	1	2	3	4	5	6	7			
35	Charming	1	2	3	4	5	6	7			
36	Female	1	2	3	4	5	6	7			
37	Delicate	1	2	3	4	5	6	7			
38	Countryside	1	2	3	4	5	6	7			
39	Male	1	2	3	4	5	6	7			
40	Western/ Foreign	1	2	3	4	5	6	7			
41	Persevering	1	2	3	4	5	6	7			
42	Rudo	1	2	3	4	5	6	7			

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ENTREPRENEUR: Below is a list of human personality traits for you to rate in relation to the image projected by the entrepreneurial concept. Please rate them, considering the extent to which you believe each trait describes an entrepreneur. Please indicate with an “X” on a scale of a
1 to 7 (where the number 7 means that the trait fully describes the entrepreneur) According to their opinion, and the number 1 means that the trait does not represent the entrepreneur according to your perception

No.	Traits	Entrepreneur								
1	Realistic	1	2	3	4	5	6	7		
2	Family	1	2	3	4	5	6	7		
3	Villager	1	2	3	4	5	6	7		
4	Honest	1	2	3	4	5	6	7		
5	Sincere	1	2	3	4	5	6	7		
6	Authentic	1	2	3	4	5	6	7		
7	Healthy	1	2	3	4	5	6	7		
8	Original	1	2	3	4	5	6	7		
9	Cheerful	1	2	3	4	5	6	7		
10	Emotional	1	2	3	4	5	6	7		
11	Friendly	1	2	3	4	5	6	7		
12	Daring/Bold	1	2	3	4	5	6	7		
13	Modern	1	2	3	4	5	6	7		
14	Exciting	1	2	3	4	5	6	7		
15	With Vitality	1	2	3	4	5	6	7		
16	Great	1	2	3	4	5	6	7		
17	Youth	1	2	3	4	5	6	7		
18	Imaginative	1	2	3	4	5	6	7		
19	Distinguished	1	2	3	4	5	6	7		
20	Contemporary	1	2	3	4	5	6	7		
21	Independent	1	2	3	4	5	6	7		
22	Actual	1	2	3	4	5	6	7		
23	Reliable	1	2	3	4	5	6	7		
24	Worker	1	2	3	4	5	6	7		
25	Insurance	1	2	3	4	5	6	7		
26	Intelligent	1	2	3	4	5	6	7		
27	Specialist/ Understood	1	2	3	4	5	6	7		
28	It has an image Corporate	1	2	3	4	5	6	7		
29	Successful	1	2	3	4	5	6	7		
30	Leader	1	2	3	4	5	6	7		
31	Confident	1	2	3	4	5	6	7		
32	Upper class	1	2	3	4	5	6	7		
33	Glamorous	1	2	3	4	5	6	7		
34	Attractive	1	2	3	4	5	6	7		
35	Charming	1	2	3	4	5	6	7		
36	Female	1	2	3	4	5	6	7		
37	Delicate	1	2	3	4	5	6	7		
38	Countryside	1	2	3	4	5	6	7		
39	Male	1	2	3	4	5	6	7		
40	Western/ Foreign	1	2	3	4	5	6	7		
41	Resistant	1	2	3	4	5	6	7		
42	Rudo	1	2	3	4	5	6	7		

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Demographic characteristics of the respondent

Survey No.: _____ *Pollster:* _____ *Date:* _____

Name: _____ Age: _____

Phone: _____

Sex: ÿFemale ÿMale Family group members (Number): _____ Occupation:

ÿDependent worker ÿSelf-employed worker

ÿUnemployed ÿOthers

Family income:

ÿOr to 180,000 ÿ180,000 to 300,000 ÿ300,000 to 500,000

ÿ500,000 to 1,000,000 ÿ1,000,000 to 1,000,000 ÿ1,500,000 and more

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