

Impact of Brand Personality on the consumer behaviour and its implications for the Marketer

¹ Renu, ²Anchal Aggarwal*

¹Assistant Professor, Department of Commerce, Moti Lal Nehru College (Evening)

²Assistant Professor, Department of Commerce, Sri Aurobindo College (Morning)

*Corresponding Author's Email ID: aggarwalanchal.585@gmail.com

Abstract: In this modern competitive environment, so many brands are available for the consumers to choose, all of which provide similar kind of benefits. So it is very important to differentiate our offerings from those of the competitors. In this context brand personality plays an important role to identify and differentiate our product. Brand personality can be defined as the set of personality traits of human which are attributed to a brand. In current scenario brand personality is very important for the companies to position their brand in the market. So in this study we highlight the Significance of brand personality for the consumer and marketer. For this purpose, we first take into account the literature review written on the topic, then we study the relationship of brand personality with the personality of the consumer, after that we study the impact of brand personality on the consumer behaviour with the help of a small questionnaire. It was concluded that brand personality has positive impact upon, the attitude of the consumers towards the brand, brand loyalty, brand satisfaction and brand attachment. On the basis of results of the questionnaire suggestions are given to the marketer regarding positioning of brand in the market and formulating advertising and promotional policies for the brand.

Keywords: brand personality, consumer personality, brand satisfaction, brand loyalty

1 Introduction

Today, the success of a company does not mainly depend on its tangible assets but its intangibles assets like brand and goodwill are also very important to exploit various benefits. Brand refers to a name, term, sign, symbol, design or a combination of these, used in order to identify the products and services of sellers or a group of sellers, and to differentiate those product and services from those of the competitors'. Brand helps the consumers to identify the products of a particular brand. Personality is a psychological term and it refers to the traits and qualities that differentiate an individual from others. The same thing can be applied to the brand which is given to the products and services. It is known as brand

personality. Brand personality consists of a set of human attributes associated with a specific brand. Kotler (2006) defined brand personality as the combination of human traits which might have been attributed to a specific brand. Brand personality helps to create brand awareness and brand image within the consumers. With the help of those, marketers can generate brand trust (tendency to rely upon a brand that you are purchasing), brand commitment (permanent tendency to maintain the valuable relationship with a brand), brand attachment and brand loyalty (effective and durable relationship with a brand.) in the market. Various studies have been conducted to show that consumers connect their own personality traits like honesty, cheerful, charming, sincerity with the brand and then they

purchase the product to match with their personality. So it is a challenge for the marketer to develop and create brand personality which is consistent with the personality of their target consumers.

2 Objectives of the study

Following are the objectives of the study:

- To highlight the relationship between brand personality and consumers' personality.
- To highlight the impact of brand personality on consumer behaviour
- To give recommendations and suggestions

3 Data and Research Methodology

This study is based upon primary as well as secondary data. Primary data has been collected through questionnaire. The sample size of 90 has been taken. Male and female consumers of different age groups are taken as respondents. I have considered a significance level of 5 % i.e. at 95 % confidence level for the analysis.

Secondary data has been obtained from various published sources, websites, books, articles and journals.

4 Hypothesis of the study

H₀₁ (null hypothesis): brand personality does not have positive impact upon consumer behaviour.

H₀₂ There is significant difference between the opinion of males and females with regard to the statement that there is a relationship between brand personality and consumer's personality.

To test the above formulated hypothesis, Chi-Square test is used. The Chi-square formula adopted is:

$$\text{Chi-Square} = \sum (O)^2 / E - N$$

Where: O = Observed frequency

E = Expected frequency which is equal to N/K

N = Size of sample i.e. 90

K = Number of cells

The appropriate degrees of freedom is K-1. The test is carried out at 5% level of significance.

5 Dimensions of consumer personality and brand personality

Personality is a psychological notion which involves a set of behaviours or as a structure of features. Following can be considered as the dimensions of consumer (human) personality.

Dimensions of Human (consumer) Personality	Traits
Open-mindedness	Intellectual curiosity, imagination, opening to gain new experiences.
Conscientious	Efficient, organized, systematic, practical, disorganized, inefficient, sloppy, careless.
Extraversion	Bold, extraverted, talkative, bashful, quiet, shy, withdrawn, energetic
Agreeableness	Kind sympathetic, warm, cooperative, cold. Unsympathetic, harsh, rude.
Neuroticism or emotional stability	Unenvious, relaxed, fretful, envious, jealous, moody, touchy, temperamental

Table 1 Dimensions of Human (consumer) Personality

Aaker (1997) was the first scientist who has given five dimensions of brand personality and has been used in many other brand personality-related studies. We can see these five dimensions in the following table which are also taken in this study:

Dimensions of Brand Personality	Traits
Sincerity	Down-to-earth, honest, wholesome, cheerful, family-oriented Sincerity
Excitement	Young, exciting, daring, trendy, spirited, imaginative, up-to-date
Competence	Reliable, intelligent, successful
Sophistication	Upper class, charming
Ruggedness	Outdoorsy, tough

Table 2 Dimensions of Brand Personality

6 Brand Personality and Consumer Personality: Relationship

Now in current era the companies consider the brand as an individual and attribute certain traits which are habitually given to individuals (humans). So from this we can say that brands have an impact on the consumer's behaviour, consumers compare their own personality with the personality of the brand directly or indirectly. They choose the brands, to which they can relate their own personality. Consumers do not primarily purchase products to satisfy their basic physiological, social and safety needs but self-actualization and self-esteem needs also play an important role in the purchase of products.

Aaker (1997) explained in her study that the three brand personality dimensions 'Sincerity', 'Excitement' and 'Competence' are related with the personality of consumers

as they are the internal part of the consumer Personality but 'Sophistication' and 'Ruggedness', are the traits which people often desire to have but it is not necessary that they possess these features as they are not internal part of the human personality. So studies also reveal that there is a relationship between human (consumers) personality and brand personality.

7 Literature Review

In this part we will review the literature written on this topic.

Sung et al (2010) showed the relationship between the dimensions of brand personality, brand trust and brand commitment. He concluded that the dimensions of brand personality are directly related with brand trust and brand commitment. Louis and Andy (2010) conducted a research to study the impact of nine brand personality dimensions on three constructs: brand trust, brand commitment and brand attachment. Sponsor et al (2009) conducted a research to highlight the affect of the dimensions of brand personality upon brand

attractiveness and brand loyalty and concluded that competence dimension is main dimension which influence the brand attractiveness and brand loyalty. Saptrashi (2009) conducted a research to study the brand personality of four brands in India. In this study brand personality scale of Aakar was used for studying the brands like Motorola, Raymonds, 7up and Samsung and it was highlighted that concluded that 7up stood for honesty, Samsung stood for innovativeness and creativity, Motorola stood for feistiness and Raymond stood for excitement. Swaminathan et al (2009) had done a research to study the affect of brand personality on consumer attachment. It was found that in case of high involvement consumers might purchase trendy brands and in case of low involvement level they might choose honest and sincere brands.

Mulyanegara (2009) concluded that the male respondents dominate on neuroticism and females' on consciousness dimension of brand personality. Madrigal et al (2008) concluded that the social responsibility dimension is one of the unique dimensions of brand personality and has affect upon the willingness of the consumers to purchase the product. Rathnayak (2008) studied the impact of brand personality on the feelings of young Srilankan television viewers regarding brands. The result of the study showed that the brand personality dimensions like sincerity and excitement affects the feelings of viewers. Ellis and Tinkham (2008) analysed the impact of music used in advertising on the perception of consumers regarding brand personality. He concluded that the soft and catchy music affects the perception of consumers regarding brand personality. Xue (2007) studied the features of cell phones that affect the perception of consumers regarding the quality of brand. He concluded that sincerity and honesty dimensions positively effects the perceptions of consumers regarding the quality. Aaker (1997) developed a framework of brand personality and highlighted its five dimensions (sincerity, excitement, competence, sophistication, and ruggedness). It was concluded by the study that nurturance,

warmth, family orientation, and traditionalism are characteristics of sincere brand personalities.

8 Empirical Results

Table 3 Study Results

Gender	No. of respondents	Percentage
Male	50	55.56
Female	40	44.44
Total	90	
Age	No. of respondents	Percentage
19-25	40	44.44
25-30	30	33.34
>30	20	22.22
Total	90	

Table 4 Chi-Square Analysis for first Hypothesis

Now, $E = N/K$

$$= 90/3 = 30$$

Thus Chi-Square = $\sum (O)^2/E-N$

$$= (58)^2/30 + (21.2)^2/30 + (10.8)^2/30 - 90 = 131$$

The degree of freedom is $K-1 = 3 - 1 = 2$. Therefore, the critical value of chi-square for 5% level of significance at 2df is 5.99.

Decision: The calculated chi-square of 131 is greater than the critical value of 5.99. Consequently, we do not accept null hypothesis. Therefore we can conclude that brand personality has significant positive impact on consumer behaviour.

Table 5 Chi-Square Analysis for second Hypothesis

Gender	Responses of Respondents					Total
	SD	MD	IN D	MA	S A	
Female	5	6	5	10	14	40
Male	6	5	9	10	20	50
Total	11	11	14	20	34	
Avg(o)	5.5	5.5	7	10	17	

Now, $E = N/K$

$$= 90/5 = 18$$

Thus Chi-Square = $\sum (O)^2/E-N$

$$= (5.5)^2/18 + (5.5)^2/18 + (7)^2/18 + (10)^2/18 + (17)^2/18 - 90 = 27.68$$

The degree of freedom is $K-1 = 5 - 1 = 4$. Therefore, the critical value of chi-square for 5% level of significance at 4df is 9.488.

Decision: The calculated chi-square of 27.68 is greater than the critical value of 9.488. Consequently, we do not accept null hypothesis. So we can conclude that there is no significant

Dimensions of Brand Personality	Impact upon consumer behaviour			
	High	Moderate	Low	Total
1 Sincerity	70	11	9	90
2 Excitement	55	25	10	90
3 Competence	60	22	8	90
4 Sophistication	50	25	15	90
5 Ruggedness	55	23	12	90
Total	290	106	54	
(O) Average	58	21.2	10.8	

difference between the opinion of males and females with regard to the statement that there is a relationship between brand personality and consumer's personality.

9 Suggestions and Recommendations

From the research findings following suggestions can be given to the marketer to exploit the benefits of brand personality:

1. The marketer should be honest and loyal towards their customers in providing good quality products to increase brand loyalty and brand commitment.
2. The marketer should update and make regular changes in their products and brand personality in order to meet the changing needs of the consumers and to match the brand personality traits with the personality traits of the consumers

3. Marketers should focus on the advertising and other promotional efforts to make the consumers aware about the availability of their brand in the market.

4 They should use brand personality traits to advertise their brand in the market as brand personality helps a company to communicate their brand more effectively to the consumers.

5 They should try to highlight and strengthen positive aspects of their products and eliminate the negative aspects of their products in order to get regular commitment with the consumers.

10 Conclusion

Brand personality refers to personality traits of humans associated with a brand. as per Aaker's brand personality scale there are five dimensions of brand personality such as sincerity, excitement, competence, sophistication and ruggedness. Brand personality traits help the consumers to identify and differentiate the different brands available in the market. In modern era consumers buy a particular brand not only to satisfy their basic physiological needs, social and safety needs but to satisfy their self-esteem and self-actualization needs also. They finally buy a brand only when the personality of that brand matches with their own personality. Various personality dimensions have positive impact upon the consumer behaviour that we have seen from the empirical study. After purchasing if they are satisfied with the brand they tend to be loyal with that particular brand and they feel attached with the brand. So it is a challenge for the marketer to develop and create brand personality which is consistent with the personality of their target consumers. So marketer should try to differentiate the brand personality of their brand with that of the competitors. (Kelly ellis, 2008)

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