

Are Certain brand Personality Dimensions More Valuable at Driving Loyalty than Others?

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ABSTRACT

The present study is an attempt to identify the brand personality dimensions which influence magnitude of the loyalty. The research utilizes both exploratory and descriptive research designs. Exploratory research have done through secondary data and descriptive research have done with convenience sample of 522 respondents through questionnaire from engineering graduates of Madanapalle Institute of Technology and Science, Madanapalle, Andhra Pradesh, India. The data was analysed with regression analysis through SPSS-21.0. The results suggest that certain brand personality dimensions more valuable at driving loyalty than others. The order of influence or importance is competence, sincerity, ruggedness, excitement and sophistication.

Keywords: Brand personality, competence, sincerity, ruggedness, excitement and sophistication, Regression analysis.

1. INTRODUCTION

Considerable attention has been dedicated in recent times to the concept of brand loyalty and brand personality. Brand personality perform many functions like differentiate brand from competitors (Crask & Laskey 1990), influence consumer behaviour(Biel 1993, Aaker 1997), enhance perceived brand quality (Beldona S and Wysong S, 2007), Brand personality also generate positive perceptions (Beldona and Wysong 2007), improves brand trust (Aaker 1997), consumer engagement (Goldsmith et. al., 2012), improves loyalty (Magin et. al. 2003, Aaker 1997), impact intentions of future behavior (Morschett et. al., 2007), improve brand equity (Biel 1993), and contribute for brand success (Naresh and Sheena G 2012).

The idea of personality was incepted in the early 1980s. The Personality of a brand is the amendment to 4 P's of the marketing mix – Product, Price, Place, and Promotion (Hendon and Williams 1985). Brand

personality is the human characteristics associated with a brand (Aaker 1997). Aaker (1997) explored five dimensions for the brand personality with fifteen facets like: down to earth, honest, wholesome, cheerful, daring, spirited, imaginative, up-to-date, reliable, intelligent, successful, upper-class, charming, outdoorsy and tough.

The goal of this article is to assist branding practitioners and researchers who are interested in the strategic aspects of brand loyalty. Specifically, magnitude of brand loyalty is empirically tested from the perspective of brand personality dimensions. Empirically testing brand loyalty from this perspective is useful for building the brand equity.

2. DIFFERENT SCALES OF BRAND PERSONALITY: VALIDITY OF AAKER BRAND PERSONALITY SCALE

Researchers have studied Aaker brand personality for different product groups for its validation; sunglasses (Hayes1999), personal computers (Villegas et. al., 2000), beer (Wysong 2000), mobile telephones (Kim et. al., 2001), Beverages (Kinjal Gandhi 2014), restaurants (Austin et. al. 2003), clothing (Kim 2000), Automobiles (Bauer et. al., 2002), retail (Aaker, 1997), E-Brands (Parket al., 2010),IT products (Okazaki, 2006), tourist destinations (Ekinci and Hosany 2006), banks (Gibbons 2009) and proved the validity of the Aaker brand personality.

Aaker brand personality dimensions also explored in various countries and cultures. France (Ferrandi et. al. 2000), Japan (Aaker et. al., 2001), Canada (D'Astoas & Levesque 2003), Spain (Aaker et. al., 2001), US (Aaker 1997), Germany (Bosnjak et. al. 2007), Italy (Caprara et. al., 2001), Europe (Foscht et. al., 2008), Russia (Supphellen and Gmnhaug 2003), Chile (Rojas-Mendes et. al., 2003), Korea (Yongjun Sung and Tinkham 2005), Australia (Smith et. al2006), India (Thomas and Sekhar 2008).

For reaching the title of the research we have selected Jennifer Aaker brand personality model with five core dimensions each divided into a set of facets. The Aaker brand personality model is furnished in the Table 1. Reason for selection of Aaker brand personality model is replication of its dimensions in various product categories, and reproduction of same dimensions in multiple countries and cultures (observe the review of literature).

Table 1
Aaker brand personality dimensions

	<i>Dimension</i>	<i>Trait</i>
Sincerity	Down-To-Earth	Down-To-Earth Family-Oriented Small-Town
	Honest	Honest Sincere Real
	Wholesome	Wholesome Original
	Cheerful	Cheerful Sentimental Friendly

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	<i>Dimension</i>	<i>Trait</i>
Excitement	Daring	Daring
		Trendy
	Spirited	Exciting
		Spirited
		Cool
		Young
	Imaginative	Imaginative
		Unique
	Up-to-date	Up-To-Date
		Independent
Competence	Reliable	Contemporary
		Reliable
		Hard Working
		Secure
	Intelligent	Intelligent
		Technical
	Successful	Corporate
		Successful
		Leader
		Confident
Sophistication	Upper class	Upper Class
		Glamorous
		Good Looking
	Charming	Charming
		Feminine
		Smooth
Ruggedness	Outdoorsy	Outdoorsy
		Masculine
		Western
	Tough	Tough
		Rugged

Source: Aaker (1997)

3. BRAND LOYALTY

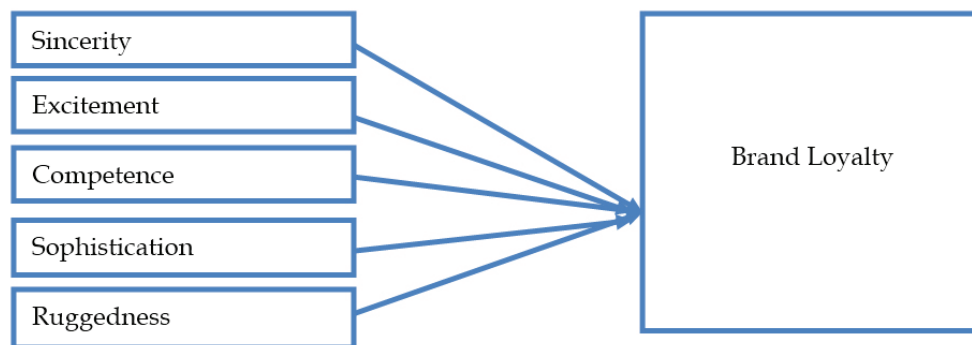
Conceptually we can define brand loyalty either through stochastic approach or deterministic approach. Stochastic approach defines brand loyalty as a behavior whereas deterministic approach term brand loyalty as an attitude. Jacoby and Chestnut has given conceptually coherent definition for brand loyalty by inculcating both behavior and attitude and removed debate over conceptual definition (Yorick Odin et. al., 2001). According to Jacoby and Chestnut(1978), brand loyaltyis “The (a) biased, (b) behavioral response, (c) expressed over time, (d) by some decision-making unit, (e) with respect to one or more alternative brands out of a set of such brands, and (f) is a function of psychological (decision-making, evaluative)

processes”. Still debate is holding on operational definition of brand loyalty. One school operationalizes the brand loyalty with percentage of purchase. For instance, Cunningham (1956) has operationalized loyalty as an above 50 percent of purchase proportion commitment to same brand. Another school operationalizes it with sequence of purchase. Aaker has operationalized loyalty as three in a sequence purchase. This study considers sequence of purchase as a loyalty. “The success of a brand on the long term is not based on the number of consumers that buy it once, but on the number of consumers who become regular buyers of the brand (Jacoby and Chestnut)” this illustrates the importance of brand loyalty.

4. OBJECTIVE AND HYPOTHESIS OF THE RESEARCH

There is a little research on magnitude of brand personality dimensions on driving brand loyalty (Govers & Schoormans 2005). “What is the value of the different personality dimensions? Are certain personality dimensions more valuable at driving loyalty than others? “are still unresolved questions in brand management (Keller & Lehmann, 2006). The present research shed some lights on this issue with the help of the following hypothesis;

H₁: Different brand personality dimensions influence brand loyalty differently.



Source: Author research

5. RESEARCH DESIGN AND METHODOLOGY

- *Research design:* Exploratory (secondary data collection) and descriptive (primary data analysis)
- *Sample selection and size:* A convenience sample of 522 respondents were selected
- *Data collection:* Primary data collected through questionnaire and secondary data includes books, journals, magazines, periodicals etc.
- *Tools of analysis:* Data was analysed with Regression analysis

6. DATA ANALYSIS

Hypothesis was tested with multiple regression analysis and results are explored. In the model summary Table 2 we require only one value that is R square value. It will tell how much of variance in the dependent variable the model will explain. In this case it is .420 that means 42.0 percentages (0.410 × 100). In simple vernicle all dimensions of brand personality contribute for 41.0 percentage of total brand loyalty.

Table 2
Model Summary^b

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.648 ^a	.420	.415	.945

^aPredictors: (Constant), Competence, Excitement, Sincerity, Ruggedness, Sophistication

^bDependent Variable: Brand Loyalty

Source: Primary data

ANOVA tests the null hypothesis that there is no difference for dependent variable and independent variable in model. Rejection of null hypothesis indicates presence of dependent and independent variables in the model (>0.05). The research model rejects null hypothesis means (0.00) model is statistically significant. See the Table 3.

Table 3
ANOVA^a

<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	333.814	5	66.763	74.835	.000 ^b
	Residual	460.341	516	.892		
	Total	794.155	521			

^aDependent Variable: Brand Loyalty

^bPredictors: (Constant), Competence, Excitement, Sincerity, Ruggedness, Sophistication

Source: Primary data

B-values tell which independent variable is important for the model (prediction of independent variable contribution for the dependent variable). In this case competence value is 0.540; excitement 0.123; sincerity 0.48; ruggedness 0.32; and sophistication 0.106 (See the Table 4). The B-values answer the research question.

Table 4
Coefficients^a

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>95.0% Confidence Interval for B</i>		<i>Correlations</i>			<i>Collinearity Statistics</i>	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Lower Bound</i>	<i>Upper Bound</i>	<i>Zero-order</i>	<i>Partial</i>	<i>Part</i>	<i>Tolerance</i>	<i>VIF</i>
1 (Constant)	.568	.229		2.474	.014	.117	1.018					
Competence	.540	.035	.556	15.257	.000	.471	.610	.626	.558	.511	.846	1.182
Excitement	.123	.042	.109	2.964	.003	.041	.205	.326	.129	.099	.836	1.196
Sophistication	.106	.038	.100	2.777	.006	.031	.182	.257	.121	.093	.875	1.143
Ruggedness	.032	.040	.029	.803	.422	-.047	.112	.217	.035	.027	.861	1.161
Sincerity	.048	.036	.045	1.331	.184	-.023	.119	.115	.059	.045	.986	1.014

^aDependent Variable: Brand Loyalty

Source: Primary data

7. CONCLUSION

From the regression we can conclude that certain brand personality dimensions more valuable at driving loyalty than others. The order of influence or importance is competence, sincerity, ruggedness, excitement and sophistication.

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