BRAND PERSONALITY – PAST AND FUTURE PERSPECTIVES

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Abstract: *Although a lot of studies have been done in the area of branding but very few researches has been done on personality aspect of branding. The purpose of the paper is to discuss a very interesting and emerging area of marketing known as brand personality. Findings of previous studies on brand personality in different contexts like retail store, sports team, soft drinks, religion, Universities, destinations, websites, apparel, cosmetic, cell phones, laptop etc. has been clearly outlined. Application of Brand Personality Scale in different cultural context and the different dimensions of brand personality have also been discussed. Similarly findings of previous studies on Brand Personality and its effect on different consumer behavior outcomes has also been discussed. In the present paper past studies and future perspectives of brand personality studies have been discussed. The present paper also aims to study the applicability and validate the brand personality congruence scale, in India.*

Keywords: *Brand Personality, Brand personality congruence, Confirmatory factor analysis & Construct reliability*

INTRODUCTION

The concept of anthromorphisation of brands is not very recent but has gained momentum after Aaker's (1997) work, where she developed a scale to measure it. Aaker (1997) revealed five dimensions of brand personality namely (sincerity, excitement, competence, sophistication and ruggedness). Azoulay and Kapferer (2003) emphasized that the concept of brand personality is applicable and relevant for brands. Brand personality traits are building through many ways such as celebrity endorsement, advertisement, product design, user imagery, employees, logo, website and many more. The present paper aims to outline the findings of previous studies related to brand personality, in the context of different product categories, brands and different cultural contexts. Brand personality studies have not only been extended to nonprofit making organizations but also even to religion. The present paper aims to make a critical review of different brand personality studies ,find the applicability

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and validate the brand personality congruence scale developed Asperin (2207). Brand personality congruence is an extension of brand personality developed by Asperin (2007), where she described it as the similarity between a brand's personality and that of consumer's personality.

REVIEW OF LITERATURE

Dolatabadi *et al.* (2012) in their study on L'Oreal brand personality, a reputed cosmetic brand mentioned that, not all but sincerity and excitement dimensions of brand personality has a positive effect on brand loyalty. Roustasekehravani and Hamid (2014) in their study revealed the importance of brand personality in building customer satisfaction as well as loyalty. Sondoh *et al.* (2007) in their study on cosmetic products mentioned that brand image is an important tool to achieve customer loyalty. Hapsari and Adiwijaya (2014) in their study on famous apparel brand "MANGO" revealed the negative relationship between self congruity, brand relationship quality and brand loyalty. Ghodeswar (2008) stressed on role of different stakeholders and importance of customer experience in brand building process. Das et al. (2012) in their study on brand personality of soft drinks brand like Coca Cola, Pepsi and Thums up suggested the avenues for brand building successful brand personalities. Malar *et al.* (2011) studied the ideal self congruence, actual self congruence and their impact on emotional brand attachment. Verhoef *et al.* (2009) in their study on reputed brands such as starbucks and victorias secret emphasized on customer experience in the growth prospects of a business organization. Wang (2011) explained the positive relationship between country of origin image and brand personality. Boorzooei and Asgari (2013) outlined the positive role of Halal brand personality among Muslim as well as non muslim consumers. Wagner (2013) mentioned the positive role of music in the context of religious branding. Jhonson *et al.* (2010) explored the relationship between worship components and social identification. Mohlis (2006) revealed that there was a positive link between religious affiliation and consumer buying behavior in the context of retail store and its patronage. Bouhlel et al. (2011) in their study on brand personality in the context of mobile phones revealed that brand personality as an important tool which can positively influence the buying behavior of customers. Labreque & Meline (2011) in ther study highlighted the importance of color in building brand personality. Shoki *et al.* (2012) in their study on application of brand personality in the context of Laptop added two more dimensions namely "diligent" and "modern". Meer (2010) made a study on brand personality in the context of Amsterdam city and revealed that "excitement dimension" was most appropriate for the city. Raffelt *et al.* (2013) emphasized on the importance of architectural design on building a corporate brand personality. Hoolwerff (2014) revealed that the positive relationship between. Ong *et al.* (2011) in their study in Malaysia, mentioned that brand experience have a positive effect on customer loyalty. Sekhawat & Tak (2012) revealed and highlighted the "sober" dimension of brand personality in the context of organized fashion retailing. Takleh *et al.* (2013) made a study in leather industry and highlighted the positive impact of

brand personality on different aspects of commitment. Kang (2015) developed a brand personality scale, applicable in the context of professional sports. Kim *et al.* (2012) revealed six new sports brand personality dimensions, each consisting of three variables. Florence & Barnier (2013) made a study on brand personality of print media in French context and highlighted the importance of consumers self identification in relation to brand personality.

OBJECTIVE OF THE STUDY

This paper aims to make a critical review of brand personality construct in different context and countries. This study will also validate the brand personality congruence construct, which is an extension of brand personality concept, in Indian context.

METHODOLOGY

For the purpose of the present study, data was collected from 520 students of different colleges in Bhubaneswar city, India. To collect the data, structured questionnaire was used and convenience sampling approach was applied. To analyze the data, exploratory factor analysis was applied to explore the factors of brand personality construct and confirmatory factor analysis was applied to validate the brand personality congruence scale. Similarly Cronbach's alpha method was used to measure the reliability of the brand personality scale. All the data analysis was done with the help statistical software SPSS Ver. 20 and Amos 20.

RESULTS AND DISCUSSION

The sample comprised of, 48% graduates, 29% under graduates and 23% post graduates, from different colleges in Bhubaneswar city. Most of the students were undergoing professional studies followed by general college students.

Table 1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.923
	Approx. Chi-Square	6015.116
	df	136
	Sig.	.000

Before applying the exploratory factor analysis, data was checked for multivariate assumptions, and the results indicated that the data was normally distributed and linearity existed. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) statistics value of 0.92 (Table 1) was much higher than the cut off value of 0.7 as mentioned by Malhotra (1981). Similarly the Bartlett's Test of Sphericity results (Table 1) indicated that significant correlation existed and supported for exploratory factor analysis. As a whole the sixteen variables loaded on four factors (Table 2) and explained

72.74% of the variance. All the factor loadings were above .60 (Table 3) and the factor loadings ranged from .697 to .897, varimax rotation technique was used in the analysis.

After the exploratory factor analysis, confirmatory factor analysis was performed with the help of Amos software to validate the four dimensional factor structure of brand personality congruence scale. To test the convergent validity , average variance extracted for each factor was calculated and all the average variance extracted values of all the three factors except the first factor (Exciting; AVE=.47) was above the cut value (Table: 4) of 0.5 as suggested by Kline (1998) and Fornell and Larcker (1981).

Similarly to test the discriminant validity the squared correlation values among the factors was less than the average variance extracted (Table:5), which supported the discriminant validity. Similarly to test the reliability of the scale, the cronbach's alpha value was above 0.7, as suggested by Hair et al. (2010), hence the results approved the reliability of the scale. Above all the confirmatory factor analysis provided acceptable model fit indices(Table 6) as suggested by Hu and Bentler (1999), (Chi square =172.321 , df = 113; p< 0.000), like Confirmatory fit index (CFI=.99; Table 8), Goodness of fit index (GFI=.962; Table 7) ,Adjusted goodnes of fit index (AGFI =.949; Table 7) Parsimony normed fit index (PNFI = .807; Table 9) and the Root mean square erorr of approximation (RMSEA=.032; Table 10).

Table 2
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.817	45.985	45.985	7.817	45.985	45.985	3.679	21.640	21.640
2	2.025	11.912	57.897	2.025	11.912	57.897	3.494	20.554	42.194
3	1.501	8.830	66.727	1.501	8.830	66.727	2.615	15.382	57.576
4	1.023	6.020	72.746	1.023	6.020	72.746	2.579	15.170	72.746
5	.653	3.838	76.585						
6	.579	3.404	79.989						
7	.544	3.198	83.187						
8	.470	2.762	85.949						
9	.440	2.587	88.536						
10	.370	2.177	90.713						
11	.313	1.840	92.553						
12	.287	1.687	94.241						
13	.244	1.434	95.675						
14	.241	1.417	97.092						
15	.222	1.307	98.398						
16	.161	.949	99.348						
17	.111	.652	100.000						

Extraction Method: Principal Component Analysis.

Table 3
Rotated Component Matrixª

	Component			
	1	*2*	*3*	*4*
cool		.727		
exciting		.722		
trendy		.705		
uptodate		.714		
contemporary		.718		
young		.700		
Imaginative	.822			
original	.697			
unique	.785			
daring	.806			
independent	.824			
sincere			.839	
honest			.847	
real			.839	
confident				.827
leader				.840
sucessfull				.846

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Table 4
Construct Reliability, and Average Variance Extracted (AVE) for Latent Variables (N=520)

	Brand Personality Congruence Factor1 (Exciting)	*Brand Personality Congruence Factor2 (Unique)*	*Brand Personality Congruence Factor3 (Sincere)*	*Brand Personality Congruence Factor4 (Leader)*
Construct Reliability	.841	.912	.930	.930
AVE	0.47	0.67	0.82	0.80

Table 5
Standardized Correlations (Squared Correlation) for Latent Variables (N=520)

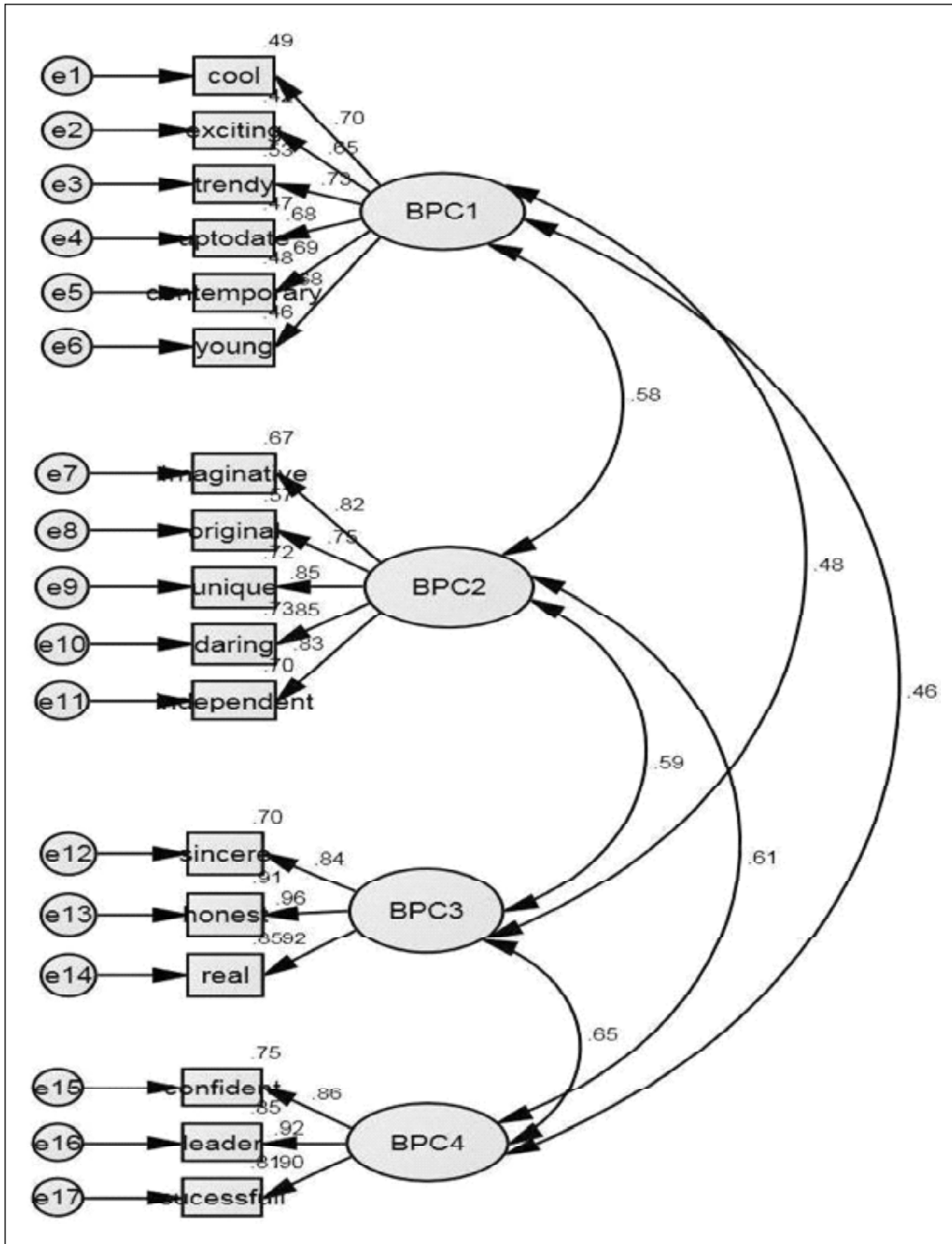|	*Brand Personality Congruence Factor 1(Exciting)*	*Brand Personality Congruence Factor 2 (Unique)*	*Brand Personality Congruence Factor 3 (Sincere)*	*Brand Personality Congruence Factor 4 (Leader)*
Brand Personality Congruence Factor1 (Exciting)	1	.58(0.34)	.48(0.23)	.46(0.21)
Brand Personality Congruence Factor 2 (Unique)		1	.59(0.35)	.61(0.37)
Brand Personality Congruence Factor 3 (Sincere)			1	.65(0.42)
Brand Personality Congruence Factor 4 (Leader)				1

Figure 1: Measurement Model (Confirmatory Factor Analysis) Brand Personality Congruence

Table 6
CMIN Model Fit Summary

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	40	172.321	113	.000	1.525
Saturated model	153	.000	0		
Independence model	17	6091.405	136	.000	44.790

Table 7
RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.017	.962	.949	.711
Saturated model	.000	1.000		
Independence model	.282	.241	.146	.214

Table 8
Baseline Comparisons

Model	NFIDelta1	RFIrho1	IFIDelta2	TLIrho2	CFI
Default model	.972	.966	.990	.988	.990
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Table 9
Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.831	.807	.823
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Table 10
RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.032	.022	.041	1.000
Independence model	.290	.284	.297	.000

CONCLUSION & FUTURE RESEARCH

Although there is difference in findings of different study in the context of brand personality, but no doubt brand personality is very important strategic tool From the above results, we come to the conclusion that brand personality congruence scale developed by Asperin (2007) is a valid as well a reliable scale and which applicable quick service retailing brands like Pizza hut, in Indian context. The applicability of the scale should be studied by future researchers, in different countries and in different contexts and brands. Brand personality congruence is a very important tool that can be very useful for marketers as well as academicians.

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