

Original Research Paper

Management

A CONCEPTUAL STUDY ON BRAND PERSONALITY

J.Saravanan

Associate Professor, Department of Management Studies, SRM Arts and Science College

an

Dr.B.Devamaindh Director-Networking & Assistant Professor, DOMS (IDE), University of Madras

 $Brand\ differentiation\ can be used\ as\ an important\ tactic for\ overcoming\ the\ competition\ in\ the\ global\ market.\ Brand\ differentiation\ can\ be\ used\ as\ an important\ tactic\ for\ overcoming\ the\ competition\ in\ the\ global\ market.\ Brand\ differentiation\ can\ be\ used\ as\ an\ important\ tactic\ for\ overcoming\ the\ competition\ in\ the\ global\ market.\ Brand\ differentiation\ can\ be\ used\ as\ an\ important\ tactic\ for\ overcoming\ the\ competition\ in\ the\ global\ market.\ Brand\ differentiation\ can\ be\ used\ as\ an\ important\ tactic\ for\ overcoming\ the\ competition\ in\ the\ global\ market.\ Brand\ differentiation\ can\ be\ used\ as\ an\ important\ tactic\ for\ overcoming\ the\ competition\ in\ the\ global\ market.\ Brand\ differentiation\ can\ be\ used\ can$ **ABSTRACT** differentiation is possible only through brand personality. This study explores the concept of brand personality. It also identifies the components of brand personality. The study has framed a research model on the conceptual basis. The study revealed the relationship between brand personality, brand loyalty, customer retention and company performance. In future, the researcher planned to do an empirical study based on this conceptual framework.

KEYWORDS: Brand personality, personality measurement scale, brand loyalty, customer retention, company performance

Introduction

Brand personality is the set of human characteristics associated with a brand. A brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers to differentiate them from those of competitors. Brand plays a vital role for rich personalities. Now a day's, whether consumers are behind the brand or brand creates the consumers? is a big research question. To understand this, a strong base of brand personality is important. This study helps to know the aspects that constitute brand personality. It also helps to have a 360 degree view of customer perceived characteristics on brand personality.

Objectives of the Study

- To understand the concept of brand personality
- To know the components of brand personality
- To frame a research model for brand personality on conceptual basis
- To identify the impact of brand personality

Literature Review

J.Josko Brakus, Bernd H.Schmitt and Lia Zarantonello (2009)

have undergone a study on brand experience. The study investigated whether the brand experience affect loyalty. Brand experience was measured on four dimensions such as sensory, affective, intellectual and behavioural. The study identified that brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations.

Bejoy John Thomas and P C Sekar (2008) focussed on measuring the brand personality of Colgate brand by exploring the Aaker brand personality scale. The objectives of the study are to understand the personal, demographic and rational profile of Colgate users and also to measure Colgate brand personality among the users. The 115 sample was collected from households of Trichy. The study revealed that 10 items of Aaker Scale is not applicable in Indian situation. The other items supported for measuring the Colgate brand personality.

Gita Venkataramani Johar, Jaideep Sengupta and JenniferL.Aaker (2005) examined the dynamic process of inference updating. The framework had two impressions of traits about brand. The researchers have undergone three experiments and the result shows that those for whom trait is accessible update initial inferences on the basis of new information and those for whom trait is not accessible also update their initial inferences on the basis of the evaluative implications of new information. The study concluded that the marketers attempt to understand the construction of brand personality and emphasize brand perceptions.

Jose I.Rojas-Mendez, Isabel Erenchum-Podlech and Elizabeth Silva-Olave Universidad de Talca (2004) have empirically measured the Ford Brand Personality in Chile based on the five dimension brand personality scale. The study was carried out in two mid-sized cities in the central part of Chile. The study revealed that ruggedness dimension had weak relationship with the brand personality whereas the other dimensions had higher order relationship with the main construct. The researchers exposed that this can be further tested in other countries also.

Zhilin Yang and Robin T.Peterson (2004) made a web based survey of online service users. The study concentrated on customer loyalty and switching costs. The study found that the moderating effects of switching costs on the association of customer loyalty, customer satisfaction and perceived value are significant only when the level of customer satisfaction or perceived value is above average.

Brand Personality - An Overview

Brand personality is the process of transforming the brand into a person or humanizing the brand. It helps to establish a relationship between brand and consumer with emotional content. Brand personality and human personality seems to be same in conceptualisation, but their objectives are different. Brands are human agents but it will not behave like human beings. But brand personality is derived from human characteristics and their behaviour (human personality). The real time impressions of some of the brand personality are Thumsup – Bravery, Mahindra Scorpio – Ruggedness, and Britannia Little Hearts – Love and Affection.

Components of Brand Personality

In this competitive world, brand personality helps to distinguish their brand from its competitors. Brand personality creates image for its company, which in-turn creates loyal customers, if it is a positive image. For this purpose brand personality has to be measured to know how customers perceive their brand. It will help the company to innovate or improve their aspects of brand. So it is necessary to know the constituents that measure the brand personality.

Jenifer Aaker (1997) found a new five dimensional model named brand personality scale. This model helps to measure the brand personality at different aspects. The five dimensions that help to measure brand personality are Sincerity, Excitement, Competence, Sophistication and Ruggedness. Each dimension has various features. Sincerity is measured on the basis of family oriented, honest, wholesome and cheerful aspects. Excitement is based on daring, spirited, imaginative and independency. Competence is based on reliability, technicality and confidence. Sophistication includes upper-class and charming features. Ruggedness is measured on the basis of outdoorsy and toughness. The above mentioned dimensions and their characteristics are defined in the Jenifer Aaker model.

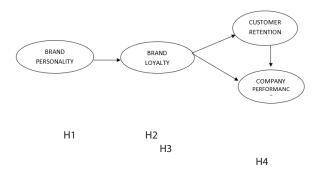
Figure 1: Components of Brand Personality



Research model for customer perception on brand personality

Based on the various literature collected, the following model is designed for research purpose. The various researches have concentrated on brand personality and its relationship with loyalty. The framed conceptual model explains that it helps to identify how customer perceives brand personality, the impact of brand personality on loyalty and in-turn how it leads to customer retention and company performance.

Figure2: Research Model for Brand Personality on Conceptual Basis



Impact of brand personality

The study explored that brand personality leads to brand loyalty. Once customers are loyal to the brand automatically it will lead customer retention and also improves the company performance. Reshma Farghat (2011) examined the importance of brand personality to customer loyalty. In this study the researcher found that there is influence of brand personality on brand loyalty. The researcher further suggested that influence of brand loyalty on customer retention can be explored.

Conclusion

This study helps to understand the concepts of brand personality and the components involved to measure the brand personality. It also helps to explore the impact of brand personality. This conceptual study identified the relationship of brand personality, brand loyalty, customer retention and company performance. In

future, a research can be done on this aspect with reference to any brand. The researcher planned to do an empirical study based on this conceptual framework.

References

- Bejoy John Thomas and P C Sekar (2008), Measurement and Validity of Jennifer Aaker's Brand Personality Scale for Colgate Brand, Vikalpa, Volume 33, Issue 3, pp 49-61
- Gita Venkataramani Johar, Jaideep Sengupta and JenniferL.Aaker (2005), Two Roads to Updating Brand Personality Impressions: Trait Vs Evaluative Inferencing, Journal of Marketing Research, pp 458-469
- Jenifer Aaker.J (1997), Dimensions of Brand Personality, Journal of Marketing Research, Volume 34, Issue 3, pp 347 – 356, doi:10.2307/3151897
- Jose I.Rojas-Mendez, Isabel Erenchum-Podlech and Elizabeth Silva-Olave Universidad de Talca (2004), The Ford Brand Personality in Chile, Corporate Reputation Review, Volume 7, Issue 3, pp 232-251
- Reshma Fahat (2011), Importance of Brand Personality to Customer Loyalty: A Conceptual Study, New Media and Mass Communication, Volume 1, pp 4–10
- JJosko Brakus, Bernd H.Schmitt & Lia Zarantonello (2009), Brand Experience: What is it? How is it measured? Does it affect Loyalty?, Journal of Marketing, Volume 73, pp 52-68
- Noor-Ul-Ain Nawaz, What Makes Customer Brand Loyal: A Study on Telecommunication Sector of Pakistan, International Journal of Business and Social Science, Volume 2, Issue 14, pp 213-221
- Zhilin Yang and Robin T. Peterson (2004), Customer Perceived Value, Satisfaction and Loyalty: The Role of Switching Costs, Psychology and Marketing, Volume 21 (10), pp 799-872