



A CONCEPTUAL STUDY ON BRAND PERSONALITY

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ABSTRACT

Brand differentiation can be used as an important tactic for overcoming the competition in the global market. Brand 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 Jennifer L.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.

