

A STUDY USING THE BIG FIVE (OCEAN) AND AAKER' FIVE BRAND PERSONALITY DIMENSIONS TO DETERMINE HOW BRAND PERSONALITY INFLUENCES CONSUMER BRAND PREFERENCE

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ABSTRACT:

Aims to offer empirical evidence for the "brand personality effect," or how a brand's personality will directly affect a number of consumer-driven outcomes. use an experimental research design to evaluate a number of hypotheses. All of the put forward hypotheses are supported. These results show that brand personality will influence product evaluations favourably and that subjects exposed to a brand's personality will have significantly more brand associations overall, as well as a significantly greater proportion of brand associations overall, unique brand associations overall, congruent brand associations overall, and strong brand associations overall. In this study, brand personality is established conceptually, and the impact of brand personality on consumer-based outcomes is shown empirically.

Keywords: Brand personality, Experimental design, Customer responses

INTRODUCTION

Intangible assets, such as a company's brand and goodwill, are now as crucial for maximising benefits as tangible assets in determining a company's success. A brand is any name, word, sign, symbol, design, or combination of these things that is used to distinguish and set apart the goods and services of a seller or group of sellers from those of their rivals.

According to Doyle (1990), "unique brand personality plays an important part in a brand's success. Customers are more likely to recognise the brand personality and form a close bond with it as a result. According to Govers & Schoormans (2005), all marketing initiatives are focused on getting customers to believe in and identify a brand's personality and enhancing the relationship between the customer and the company.

The brand personality should be sharpened to be long lasting and consistent, according to another author (Kumar, 2006). Additionally, it should stand out from competing companies and satisfy customer needs. The brand personality, according to Heading (2009), "is developed from human psychology and consumer behaviour ideas."

In this sense, brand personality is different from brand image. Branding enables customers to recognise certain brands' products. Personality is a psychological concept that describes the characteristics that set one person apart from another. The brand that is given to goods and services may also be compared to this. It is referred to as brand personality. A distinct brand's personality is made up of several human characteristics.

Brand personality was described by Kotler (2006) as the collection of human characteristics that may have been associated with a particular brand. Brand personality contributes to customer brand awareness and brand perception. Marketers can develop brand trust (the propensity to rely on a brand you are buying), brand commitment (the persistent propensity to uphold the valuable relationship with a brand), brand attachment, and brand loyalty (the propensity to have an efficient and lasting relationship with a brand) with the aid of these.

Brand personality, as defined by Azoulay & Kapferer (2003), is the collection of human personality attributes that are relevant to and applicable to brands. The brand personality, according to Jenifer &

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Aaker (1997), is "the collection of human traits associated with a brand." In contrast to "product related traits," which tend to serve a utilitarian function for customers, brand personality, according to Keller (1993), tends to serve a symbolic or self-expressive function. Customers favour the purchase of specific brands when they employ these brands' connotations in purchasing scenarios. Favorability, energy, and distinctiveness are the ideal qualities for brand associations, according to Professor Keller.

Numerous studies have been done to demonstrate that customers relate their own personality attributes, such as honesty, joy, charm, and sincerity, to a brand and subsequently choose a product that fits their personality. Therefore, it might be difficult for marketers to construct and create brand personalities that are congruent with that of their target customers.

REVIEW OF LITERATURE

Different definitions of the brand personality and purchase intention have been developed by various authors from various viewpoints and in various situations. According to Aaker (1997), a brand's personality is "a collection of human traits linked with the brand." Aaker (1997) established a model of the concept of brand personality and created a collection of "trait" scales for assessing various facets of brand personality. However, Aaker, who has done tremendous work to keep brand personalities current, popular, and accurate for gauging their character (Freling et al., 2011).

In other words, the most important problem in every sector is to raise consumers' intentions to buy. According to Laroche & Zhol (1996), purchasing intention may be summed up as people's plans to purchase a certain brand that they have independently chosen after careful consideration. The level of a brand's competence is determined by how trustworthy, wise, and successful it is. Sophistication explains why a brand is said to as sophisticated if it exhibits upscale and endearing qualities. When a brand is said to as rough, it is because of its robust and outdoorsy qualities.

Purchase intention is a procedure to assess and forecast customer behaviour, according to Lin & Lin's definition from 2007. Change and Crub (2009) defined purchase intention as the consumer's willingness to acquire and apply their intense focus on a certain brand. In their 2007 article, Morwitz, Steckel, and Gupta discussed the case where a buyer is forced to buy a product because of a particular circumstance. Purchase desire was described by Kwek et al. (2010) as one quality related to cognitive behaviour. Since purchase intention is the most crucial factor in consumer purchasing decisions, a variety of studies have been used to build a purchase intention scale. Customers' consideration for purchasing a brand and anticipation to purchase a brand, according to Laroche, Kim, and Zhou (1996), may be used to gauge consumer purchase intention.

As part of the entire procedure for assessing intention, these consideration variables may include the customer's interest, attendance, information, and evaluation. Sung et al. (2010) demonstrated the connection between brand personality, brand trust, and brand commitment aspects. He concluded that brand trust and brand commitment are strongly tied to the dimensions of brand personality. The influence of nine brand personality qualities on the constructs of brand trust, brand commitment, and brand attachment was examined in a study by Louis and Andy (2010). Sponsor et al. (2009) did a study to examine the impact of brand personality traits on brand attractiveness and brand loyalty. They came to the conclusion that the competence dimension is the primary factor influencing brand attractiveness and brand loyalty.

AIMS OF THE RESEARCH

- To emphasise how the personalities of customers and brands are related.
- To draw attention to the influence of brand personality on consumer behaviour.
- To provide recommendations and Suggestions.

RESEARCH TECHNIQUES/ METHODOLOGY

The big five model (ocean) and Aaker's five brand personality dimensions were used in this study to determine how brand personality influences consumer's brand preference. This study is supported by both primary and secondary data. A questionnaire was used to obtain the primary data. A sample of 125 people has been drawn. Respondents include male and female customers of various ages. For the analysis, we considered a significance threshold of 5%, or at a 95% level of confidence. Secondary data was gathered from a variety of published sources, including books, papers, websites, and journals.

THE STUDY'S HYPOTHESIS

H0₁: Brand personality has no beneficial influence on consumer behaviour.

H0₂: The opinions of men and women differ significantly about the claim that there is a connection between brand personality and customer personality.

Chi-Square test is used to examine the expressed hypothesis.

The Chi-Square equation is as follows:

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

Where:

O= Observed frequency

E is the Expected frequency, which equals N/K.

K = Number of cells, N = Sample Size, which is 125.

K-1 is the appropriate degrees of freedom. The test is run at a significance level of 5%.

LEVERAGING OF BIG FIVE TO IMPROVE MARKETING RESEARCH

The Big Five personality model aids in understanding consumer personality features, as previously mentioned. Understanding customer personality traits specifically in the context of marketing may aid in identifying and drawing inferences about consumer behaviour, including preferences, habits, and motives. It's simple to understand why it would be a good idea to use the Big Five if you consider new items, branding, and advertising.

In fact, **the Proceedings of the National Academy of Sciences** provide proof that psychological targeting is a successful persuasion strategy. Their study compares targeting viewers with advertising depending on whether they are extroverted or introverted, and the results reveal that conversion rates increase when this is done.

Aaker developed the brand personality framework after taking different industries into account and defining the brand personality with reference to the big five criteria. He identified the five fundamental aspects in his brand personality paradigm as Sincerity, Excitement, Competence, Sophistication, and Ruggedness. Aaker went on to describe these dimensions (1997). Sincerity is the measure of how genuine, upright, morally upright, and upbeat the brand is. When a brand is thrilled, it has traits like being bold, passionate, creative, and modern.

AAKER'S FIVE ASPECTS/DIMENSIONS OF BRAND PERSONALITY

The five brand personality qualities that Stanford alumna Jennifer Aaker defined are supported by the body of knowledge and data in personality psychology. She incorporated these human traits into the idea of brand personality. These measurements consist of:

SINCERITY

Genuine brands typically exhibit qualities like wholesomeness, joy, honesty, and down-to-earthiness. They are often family-friendly in a sense, like Disney or Hallmark. If you're in the culinary,

hospitality, or safety industries, this personality type may be beneficial for your business because customers are more inclined to buy from a brand if they have similar personalities.

EXCITEMENT

Brands that convey enthusiasm are frequently seen as impulsive, athletic, outgoing, adventurous, and trendy. These brands frequently target younger age groups.

This is demonstrated by the energising company Red Bull, which serves performers, athletes, and others who lead active lifestyles. Red Bull keeps up with its target demographic through extreme sports, concerts, music, social media, and celebrity sponsorships.

COMPETENCE

Competent brands frequently stand out as trustworthy, wise, and with high standards. They are moreover frequently regarded as thought leaders and subject-matter authorities—companies that clients can depend on to address their problems. When talking about competency, one company that springs to mind is Microsoft. The company has been at the forefront of innovation for many years and keeps releasing trustworthy computer goods.

If you work in the fields of logistics, finance, insurance, or even health care, this personality factor may apply to your company.



Source: [imgurl:https://www.upwork.com/mc/documents/Brand-Personality-Dimensions.png](https://www.upwork.com/mc/documents/Brand-Personality-Dimensions.png) - Bing

SOPHISTICATION

Brands that fall under the sophistication category frequently evoke images of elegance, luxury, and the affluent. One company that comes to mind when considering refinement is Louis Vuitton, which offers fashionable apparel and handbags. Prestige is primarily what sophisticated companies provide. Try to bring sophistication if your business wants to appeal to the proper customers and sell higher-end goods.

RUGGEDNESS

People may associate the word "rugged" with qualities like toughness and durability. A rough personality characteristic may come out as outdoorsy and tough. Harley-Davidson is a great illustration of a tough brand. Customers are familiar with this brand for its rebellious spirit of exploration and never-ending pursuit of freedom and independence. You may consider adopting a tough character if your company wants to draw clients that want to express themselves and take in everything the world has to offer.

DIMENSIONS OF CONSUMER PERSONALITY

The Big Five model is popular among contemporary psychologists because it offers a quantifiable way to comprehend customer personality. Everybody demonstrates each of the five features, but to variable degrees, therefore the goal is to quantify how much a person displays each personality trait.

This model aids in the understanding of patients by psychologists and can aid in the understanding of customers and their purchasing habits by researchers. The big 5 model, also known as OCEAN, or the five-factor model, identifies five essential facets of a consumer's personality. Openness, conscientiousness, extraversion, agreeableness, and neuroticism are the five attributes mentioned.

1. To be **open** is to be receptive to new or diverse experiences. High scorers on this attribute are frequently inquisitive, open to new experiences, and more unusual or innovative. Low scorers tend to be resistant to change and have trouble thinking imaginatively.
2. Being **conscientious** is acting in a planned or deliberate manner. High conscientiousness test-takers frequently exhibit self-control, strive for excellence, and adhere to a timetable or plan. If you have a low score for this feature, you could approach work less methodically and delay more frequently.
3. **Extraversion** is the need for stimulation in social settings. High achievers in this feature tend to be outgoing, gregarious, and active. They also don't mind being the focus of attention. Low extraversion personality types frequently prefer their alone time and may experience social anxiety.



Source:<https://i.pinimg.com/originals/1f/d7/87/1fd7879425e4dbc3fce15e0d1f081c4.png>

4. Being agreeable includes showing people consideration and cooperation. **High agreeableness** personalities typically get along well with others and exhibit greater empathy and compassion. Lower scorers in this area may be less sympathetic and appear uninterested in other people.
5. Emotional sensitivity, especially in response to environmental or situational circumstances, is referred to as **neuroticism**. High scorers in this area may be easily stressed out and can come off as worriers. On the other side, those with low neuroticism tend to be more emotionally stable and laid back.

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OBSERVED RESULTS

Table 1 Demographic Results

S. No.	Gender	No. of Respondents	% age
1	Male	80	64
2	Female	45	36
	Total	125	100

Table 2: Age

S. No.	Age	No. of Respondents	% age
1	18-25	18	14.4
2	25-30	72	57.6
3	30-35	35	28
	Total	125	100

Table-3: First Hypothesis

i.e. H₀: Brand personality has no beneficial influence on consumer behaviour.

S. No.	Dimension of Brand Personality	Impact upon Consumer Behaviour			
		High	Moderate	Low	Total
1	Sincerity	90	29	6	125
2	Excitement	85	28	12	125
3	Competence	80	36	9	125
4	Sophistication	70	43	12	125
5	Ruggedness	75	36	14	125
	Total	400	172	53	625
	Average (O)	80	34.4	10.6	

Now, $E = N/K = 125/3 = 41.6$

Thus, $\text{Chi-Square} = \sum (O-E)^2 / E = 62.34$

$K-1 = 3 - 1 = 2$, represents the degree of freedom.

Consequently, 5% is the essential value of chi-square at 2df, the degree of significance is 5.99.

A decision has been made because the estimated chi-square is 62.34 which is higher than the threshold of 5.99. Consequently, the null hypothesis is rejected.

We may thus draw the conclusion that brand personality significantly influences customer behaviour in a good way.

Table:4 Second Hypothesis

H0₂: The opinions of men and women differ significantly about the claim that there is a connection between brand personality and customer personality.

S. No.	Gender	Responses of Respondents					Total
		Strongly Disagree	Moderately Disagree	Neutral	Agree	Strongly Agree	
1	Male	4	6	12	27	31	80
2	Female	6	8	3	10	18	45
	Total	10	14	15	37	49	125
	Average (O)	5	7	7.5	18.5	24.5	

Now, $E = N/K = 125/5 = 25$

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

= 42.91 (calculated from table 4)

$K-1 = 5 - 1 = 4$, is the degree of freedom.

The essential chi-square value for 5% level of significance at 4df is thus 9.488.

The computed chi-square, which is 42.91, is higher than the crucial threshold, which is 9.488.

Consequently, the null hypothesis is rejected.

Therefore, we may draw the conclusion that there is no significant difference in male and female opinion about the claim that there is a link between brand personality and customer personality. Recommendations and Suggestions

The data analysis conclusions allow for the following recommendations for marketers to take advantage of brand personality:

1. The marketer should be trustworthy and devoted to their consumers by offering high-quality items to boost brand commitment and loyalty.
2. To fulfil the shifting demands of the customer and to align the brand personality qualities with the consumer personality traits, the marketer should update and make regular adjustments to their goods and brand personality.
3. To inform customers that their brand is available in the market, marketers should concentrate on advertising and other promotional activities.
- 4 They ought to exploit the characteristics of their brand's personality to sell it, since this would enable them to reach consumers more successfully.
- 5 In order to get regular commitment from their customers, they should work to highlight and reinforce the good parts of their products while removing the unfavourable ones.

CONCLUSION

Brand personality describes the human personality attributes connected to a brand. According to Aaker's brand personality scale, brand personality has five aspects, sincerity, excitement, competence, sophistication, and ruggedness. Consumers can recognise and distinguish between the many brands that are offered on the market thanks to brand personality qualities. In the present day, customers choose a certain brand to meet their requirements for self-actualization and self-esteem in addition to their fundamental physiological, social, and safety needs. Only when a brand's personality aligns with their own do, they really purchase it. According to the empirical investigation, different personality traits have a favourable effect on customer behaviour. If customers are happy with the brand after a purchase, they tend to buy it again. Different personality traits positively affect the customer. The behaviour that the empirical investigation has revealed. If consumers are pleased with the brand after making a purchase, they are likely to remain loyal to it and feel a connection to it. Therefore, it might be difficult for marketers to construct and create brand personalities that are congruent with that of their target customers. Therefore, marketers should make an effort to set their brand apart from that of their rivals.

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