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## THE IMPACT OF BRAND PERSONALITY ON CONSUMER BUYING BEHAVIOR

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### ABSTRACT

*The research paper is about the impact of Brand personality on consumer buying behavior. If the consumer is more aware of the brand and has all the knowledge about its price, quality etc., the more he will be attracted towards that brand. It is proven that brand personality plays a significant role in ensuring brand loyalty, forming favorable attitudes towards the brand and enlarging brand equity. The loyalty level increases with the age. Family is the most influential reference group. Therefore, the aim of this paper is to fill the existing gap in the literature by providing a better understanding about what factors form the perception of brand personality and motivate consumers to buy.*

### KEYWORDS

brand knowledge, brand image, consumer behavior, emotional exploitation, loyalty.

### INTRODUCTION

Self-determination theory suggests that people are motivated to grow and change by innate psychological needs. SDT is an approach to human motivation and personality that uses traditional empirical methods while employing an organismic meta-theory that highlights the importance of humans' evolved inner resources for personality development and behavioral self-regulation. Brand name is perceived as the most seen information by consumers (De Chernatony, 2010) [1]; it is the basis for brand awareness and communication (Keller, Heckler & Houston, 1998)[2], it can help to increase brand awareness and create desired brand image for a new product.

Thus, its arena is the investigation of people's inherent growth tendencies and innate psychological needs that are the basis for their self-motivation and personality integration, as well as for the conditions that foster those positive processes. Consumers appraise global brands as their status symbol and on other hand globally known brands are criticized to threatening national customs by imposing their culture that's led to loss of cultural identity. People perceive the brands differently according to their preferences and sometimes may be depends on past experiences and their decisions are directly or indirectly related to these perspectives.

"Brand is something what remains us when our factory is burned". These are the words of David Ogilvy who is considered "the father of advertising". Brands are important to brand owners at two quite different levels. Firstly, they serve as a focus for consumer loyalties and therefore develop as assets which ensure future demand and hence future cash flows. They thus introduce stability into businesses, help guard against competitive encroachment, and allow investment and planning to take place with increased confidence. Brands are business assets, legally protected and shielded from duplication. They are valuable, rare, and non-substitutable and provide sustainable competitive advantages – and therefore superior financial performance. A brand is built over time, by the impressions one has of the company, its products or services, and is confirmed (or destroyed) by experiences. People use brands to categorize their choices.

### THE RESEARCH AIM AND OBJECTIVES

The specific aim and objectives of the study have been fixed at:

1. To study the ways to create Brand name, increase brand awareness and create desired brand image for a new product.
2. To study the ways to build Brand personality.

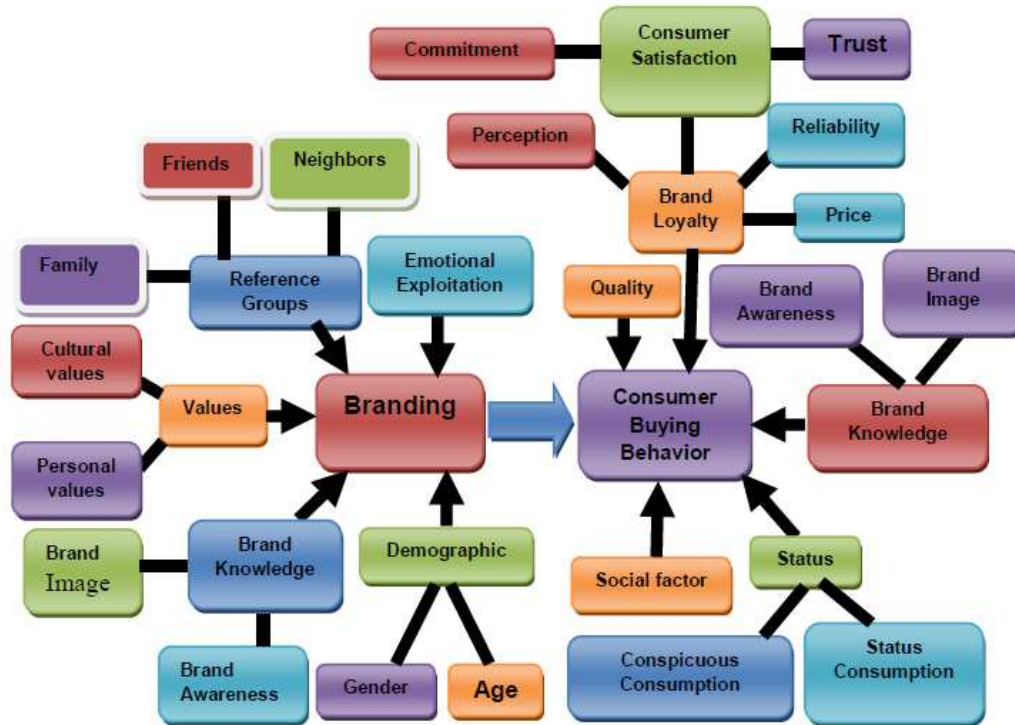
### RATIONALE OF THE STUDY

Fewer studies integrated different elements and attributes of brands and analyzed it all together trying to understand how the whole particular perception of brand personality was formed. Therefore, the aim of this paper is to understand how consumers form their perception of brand personality, which brand's elements, attributes or factors allure consumers.

### HYPOTHESES OF THE RESEARCH

1. Brand Knowledge affects consumer buying behavior.
2. Reference groups are very influential in buying branded products.
3. As the age increases, people tend to become more loyal to specific brands.
4. Emotional exploitation is important for affecting consumer buying behavior.
5. Personal and culture values affect the consumer behavior.
6. Consumer behavior fluctuates on the gender basis.

FACTORS IN SELECTING A BRAND



Brands are important to brand owners at two quite different levels. Firstly, they serve as a focus for consumer loyalties and therefore develop as assets which ensure future demand and hence future cash flows. They thus introduce stability into businesses, help guard against competitive encroachment, and allow investment and planning to take place with increased confidence (Loken, Ahluwalia, Houston, 2010). Brands are business assets, legally protected and shielded from duplication. They are valuable, rare, and non-substitutable and provide sustainable competitive advantages – and therefore superior financial performance. A brand is built over time, by the impressions one has of the company, its products or services, and is confirmed (or destroyed) by experiences. People use brands to categorize their choices (Transparency, 2005). On the basis of existing definitions of the brand we define brand as: “Perceptible sign of the organization and its products to the human senses, through which the customer is able to differentiate an organization and its products from others” (Babčanová, 2010).

1. Every consumer has his own meaning of choosing their brands. So the hidden dimensions of consumer behavior can be found through applying means-end theory
2. Another dimension of consumer behavior is the influence of reference groups on consumer behavior. It is argued that the important reference group for consumers is the family which affects their behavior and attitude towards brands and also the selection of brands. The reference groups include the purchasing behavior is influenced by the reference groups family, friends, neighbors and colleagues etc.
3. Inertia is also a factor which influences the consumer behavior. Some consumers buy the same brand every time in order to save time, it is the inertia of saving time which compels and influence the buyers to buy the same brand again
4. Sometimes consumers stay loyal to a brand and avoid switching brand, because they want to be saved from mistakes and it regulates their buying behavior. It is also found that the reference groups influence the consumers to choose such type of products which leads to status consumption and display of wealth and high status which is basically, conspicuous consumption
5. The consumers who use the branded products as status symbol are more involved in being social and making friends. They like to be known as ‘Social’. The consumers who use the branded products as status symbol are more involved in being social and making friends. They like to be known as ‘Social’. Brands help the consumers in letting them know that people idealize them because of the usage of specific brands

LITERATURE REVIEW

Consumers now use the expensive and branded products in order to show their status. The brands which are used for showing off the luxury, power and wealth are known as status brands [3].

The word loyalty usually refers to the association and recognition. When a consumer is loyal to brand, he will always prefer that brand upon other brands and he is purchasing that product from many years. Whenever he will need to buy a particular product, the same brand will come to his mind which he always buys due to his attachment and satisfaction which he expects from that brand [4].

The relation between choices of brand by consumers according to their personal values is explored. Childhood is the time when individuals start to recognize their values and try to adjust them in certain groups of society in which they feel comfortable. Values are personal beliefs and are learnt by individuals by their elders and society [5].

According to Lin (2010) perception of brand personality is mainly created through these sources: associations about the brand in consumers’ minds, corporate image or image of the company producing the brands, and attributes of the product: packaging, distribution channels, etc. Price of the brand also creates specific characteristics of brand personality [6].

“Perceptible sign of the organization and its products to the human senses, through which the customer is able to differentiate an organization and its products from others” (Babčanová, 2010). [7]

Brand personality is built by the manipulation of brand name and other features such as symbols, signs, logos, music, type of endorsers, imagery, layout or use of provocation and humor (Wee, 2004)[8].

**METHOD**

The main purpose of the research was to investigate consumers' perception of brand personalities and to understand which brand elements and how influentially they can contribute to the perception of brand personalities.

Qualitative research method was chosen due to the need to reveal consumers' perception of brand personalities, evaluation of specific brand elements, and associations they have about brands. Qualitative research methods are mainly used when object of the study are feelings of consumers, their understandings, motivation, way of thinking, moreover, it allows for the researcher to be flexible during the research process (McDaniel & Gates, 2004).

Compared to quantitative study, qualitative research happens while asking questions, getting answers and generating insights from relatively small samples.

Research consisted of 15 in-depth interviews conducted in sonary Jamshedpur. In-depth interviews were chosen instead of focus groups in order to reveal more honest answers and to get more detailed and deeper information from each respondent. Discussion guide prepared for the interviews mainly consisted from indirect questions and nondirective techniques to uncover deepest understandings of respondents. Projective tests such as personification exercise and word associations' tests were extensively used. Such brand attributes and elements as packaging, logo design, colours, brand name, perceived price, advertising, producer, and typical perceived user were included into the study. Each interview lasted for 25 min to 45 min. All interviews were audio recorded and later transcripts for analysis were made. Analysis of qualitative data is usually described as creative process requiring from the researcher some intellectual contribution (McDaniel & Gates, 2004).

The analysis of qualitative data was made using the methods of convergence and divergence: searching and grouping the similarities and stating the differences. The research was done in garment market. Garment market was chosen due to the fact, that garments constantly invest in their brands, moreover, competition in this market is intense; thus all results in distinctive brand personalities (which compared to other markets are more easily described by consumers). Top three-garment brands produced by three garment companies were chosen for analysis: "Raymond's", "siyarams" and "vimal".

**RESEARCH METHODOLOGY AND ANALYSIS****TABLE 1: AGE GROUPS OF RESPONDENTS**

Age groups	%of respondents
18 – 30	34
31 – 40	35.2
41 – 50	16.8
51 – 60	13
61 and over	1

In-depth interviews were conducted with 18-70 y.o. 50 males and 10 females, average income, consuming one of earlier mentioned brands as their main one and being aware of other brands in the market. As the main task of the study was to reveal perception of brand personalities and influence of brand attributes, no strict specific criteria for respondents' age, education or income were settled.

**TABLE 2: RELIABILITY STATISTICS OF FACTORS**

Cronbach's Alpha	N of Items
0.896	15

According to the analysis of Table I, the reliability of my research is 0.896 or 89.6% and the numbers of items which are evaluated are 15. The reliability value is high and it shows that the research is valid to 89.6% out of 100%.

**TABLE 3: GENDER**

	Frequency	Percent
male	50	81.96
female	10	16.39
Total	60	98.36
Missing system	1	1.64
Total	61	100

The research methodology used for analysis is survey by using the questionnaires. Questionnaire was distributed among 70 people. On basis of analysis of Table II, the total number of responses of questionnaires was 60, from which 50 were male and 10 were females. The validity percentage is near to 100. In the SPSS, the label given to male was 1 and for the female it was 2.

**TABLE 4: AGE GROUPS INCLUDED IN THE RESEARCH**

	Frequency	Percent
Valid less than 60	59	96.72
60*	1	1.64
total	60	98.36
Missing system	1	1.64
Total	61	100

The research is conducted among the two age groups, less than thirty and 60+. The Table III shows that the total replies were 60. The number of individuals who are in age group less than 60 gave 59 responses. On the other hand, only one person in old age group (60+) gave response. The validity and cumulative percentage according to the above table III percentage is near to 100%.

**TABLE 5: EDUCATION GROUPS OF RESPONDENTS OF QUESTIONNAIRE**

	frequency	percent
Valid undergraduate	10	16.39
graduate	22	36.06
postgraduate	27	44.26
PHD	1	1.639
total	60	98.36
Missing system	1	1.63
Total	61	100

The education level of consumers is divided among the four groups; undergraduate, graduate, post graduate and PHD. The frequency is different for every group as it is mentioned in the table; frequency of undergraduates is 10, for graduates it is 22, for post graduates it is 27 and for PHD it is 1. According to the analysis of Table IV, the total responses are 61 and cumulative percentage is near to 100%. The scale 1-5 is used in questionnaire.

TABLE 6: INCOME GROUPS OF RESPONDENTS OF QUESTIONNAIRE

	frequency	percent
Below15000	25	41.66
15000-25000	15	25
25000-35000	10	16.67
35000-45000	8	13.33
Above55000	2	3.33
Total	60	98.36
Missing system	1	1.64
Total	61	100

According to the above table V, there were five income groups. Each has its own frequency according to the number of Responses and the cumulative percentage is 100 %. The scale used is 1-5.

TABLE 7: STATUS GROUPS OF RESPONDENTS OF QUESTIONNAIRE

	frequency	percent
Student	30	50
Employed	20	33.33
businessman	2	3.33
unemployed	6	10
housewife	2	3.33
Total	60	98.36
missing system	1	1.64
Total	61	100

The analysis of Table VI shows that the status of individuals is also grouped into five categories which are; student, employees, businessman, unemployed and housewife. The frequency differs for every group according to the number of responses. The scale used id 1-5 and the cumulative percentage is 100%.

TABLE 8: MODEL SUMMARY

model	R	RSquare	AdjustedR Square	Std error of the estimate
1	0.740	0.548	0.509	0.37106

In our research model, branding is independent variable which includes the following factors; gender, personal and cultural values, age, brand knowledge, reference groups and emotional exploitation. On the other hand, the consumer buying behavior is dependent variable which includes the following factors; social status, status conspicuousness, brand loyalty, brand perception, quality and social factors.

Here we have to define the relationship between dependent and independent variables according to the results of above model. The R in the Table VII represents the correlation which is .740 and it represents that there is a moderate degree of correlation between dependent and independent variables. The next is R square which indicates that the variability of dependent variable according to the independent variable.

Here the analysis of Table VII shows the value of R square is .548, it means the variability level of independent variable is 54.8% which is nears to 55% and is moderate value, and it is not very high but not very low too. So it is found that branding affects the consumer behavior at the variability level of 55%.

TABLE 9: ANOVAb

Model	Sum of squares	Df	Mean square	F	Sig
Regression	11.669	6	1.945	14.125	0.000
Residual	9.638	70	0.138		
Total	21.307	76			

a. Predictors: (Constant), gender, value, age, knowledge, reference, exploitation

b. Dependent Variable: consumer behavior

Table VIII is known as Anova table. Anova table basically represents the mean values. Here in Table VIII, the mean is 1.945 and the significant value is 0.000 which is statistically significant and smaller than 0.05. So the p=0.000. It shows that all the dependent variables fluctuate according to the independent variable. Every variable has its own significant level according to the survey results which will be interpreted in the coefficient table.

TABLE 10: COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients beta	t	sig
Constant	0.074	0.241		0.308	.579
Knowledge	0.272	0.075	0.310	3.636	0.001
reference	0.267	0.070	0.356	3.839	0.000
age	0.308	0.072	0.352	4.314	0.000
exploitation	0.144	0.073	0.186	1.979	0.052
value	0.140	0.068	-0.182	-2.066	0.043
gender	0.086	0.061	0.126	1.408	0.163

a. Dependent Variable: consumer behavior.

The scale used in the questionnaire for questionnaires is given below in Table X;

TABLE 11: SCALE USED IN QUESTIONNAIRE

1	2	3	4	5
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

**A. Cause and Effect Relationship between Brand Knowledge and Consumer Buying Behavior**

Brand knowledge includes brand awareness and brand image. According to the Table IX, which is known as coefficient table, significance of brand awareness in affecting the consumer behavior (dependent variable) is 0.001, which is very high significance level and  $0.001 < 0.05$ . It shows that brand knowledge has a great impact on consumer behavior and the coefficient value is statistically significant and different from 0.

More the consumer is aware of brand knowledge, more he will be responsive to the brand and he will buy that same branded product again and again. Brand awareness and a good brand image contribute to the brand knowledge which in turn affects the consumer buying behavior. The more the brand knowledge, the more the consumer will be concerned about the reliability of brand. If he thought it is reliable according to his knowledge level; he will buy that product till his needs remain same. As the needs will change, reliability level will change which will lead to the switching behavior of consumers. So it is proved according to the analysis of Table IX that there is a positive correlation and cause and effect relationship among brand knowledge and Consumer buying behavior. Consumer buying behavior will increase or decrease with brand knowledge. Hence, the first hypothesis is proved and accepted.

**B. Effect of Reference Groups on Consumer Buying Behavior**

The next is to discover the effect of reference groups on consumer buying behavior. Reference groups include family, friends, neighbors etc. Every reference group has different power of effect on consumer behavior. The analysis of Table IX shows that the level of significance of reference group according to the survey results is 0.000 and  $0.000 < 0.005$ , which shows that the relation is positive among the reference groups and consumer buying behavior and it is statistically different from 0. There is high degree of significance level and positive correlation.

**C. Old Consumers tend to be More Brand Loyal**

Age is an important factor in affecting consumer behavior. The results of Table IX significance level according to the survey results is 0.000, and  $0.000 < 0.05$ . This value shows that there is high degree of significance and positive correlation among the age and consumer buying behavior. The coefficient value is statistically significant and fluctuates from 0. As the age increases, people become more loyal but as the age increases, the level of income decreases which forces the people to switch the branded products. Due to high prices, they shift towards, low price brands. Brand loyalty leads to the customer satisfaction which in turn helps in creating the trust and commitment towards specific brands among consumers. So as the age increases, people tend to become more loyal to specific brands' 'is accepted.

**D. Perception of Consumers is the Basis of Emotional Exploitation**

The analysis of Table IX depicts that the significance level of emotional exploitation is 0.052 according to the survey and  $0.052 > 0.05$ . It shows that emotional exploitation also affects the consumer buying behavior and the coefficient value is statistically significant and different from the zero. Positive correlation is there and there is also cause and effect relationship but the level of significance is not very high, it is almost equal to the standard level of significance. So every individual perceives the advertisement according to its own values and culture. Emotional exploitation affects the consumer behavior on basis of perception of consumers. So the hypothesis is accepted and proved.

**E. Positive Relationship between Value System and Brand Loyalty**

The values include the personal and cultural values of consumers. According to the results of Table IX, the significance level is 0.043 which is smaller than 0.05. There is positive correlation among the values and consumer behavior according to the consumer behavior. The coefficient value is statistically significant and differs from 0. The consumer behavior differs according to the difference in values among different consumers. Table IX shows that the loyalty towards the brands depends on the value system every individual have. If the person is taught to be loyal and consistent in your life, then he will be definitely loyal in all the aspects of his life, although it is buying decision. This shows that there is cause and effect relationship among dependent (consumer buying behavior) and independent variable (personal and cultural values). So the results are positive and hypothesis is accepted.

**F. Effect of Gender on Consumer Buying Behavior**

The next hypothesis is that the consumer behavior fluctuates on the basis of gender. As the significance level of gender according to the survey and analysis of Table IX is 0.163 which is greater than 0.05 and it shows that the significance level is low. There is positive correlation among the variables but the level of correlation is very small. According to the survey questions females are more status conscious and they do more status consumption than males. But according to the survey results, the coefficient value is not significant in relation to the statistics, which shows the either it is male or female, it does not affect the consumer buying behavior while buying branded clothes. The significance level is not very large according to the analysis of Table IX; it has some effect on consumer behavior but not to moderate significant level. Hence it is proved that the females are not more status conscious and don't do more status consumption than males. Consumer behavior fluctuates on the gender basis' 'is rejected and is not proved.

**DISCUSSION AND CONCLUSION**

The independent variables are reference groups, brand knowledge, age, gender, emotional exploitation and personal values. On the other hand, the dependent variables are branding loyalty, Status consumption, status consciousness, social factor and quality. All the variables are discussed in detail with different references. Comparing and contrasting is done at every step in order to discuss the views of different authors about different variables in literature review. According to the research results, coefficient values of all the dependent variables are statistically significant and are different from 0 except only one variable which is gender. According to the results, gender is not so much important and it does not affect the consumer behavior to that extent at which other variables do. So it is proved that branding is very important now days in effecting consumer behavior.

People are switching from the local products to branded products. They like to use the branded products in order to show their status, power and wealth. Reference groups play an important role in choosing the branded products. People tend to become more loyal to specific brands because of their commitment but brand switching increases with the age due to low income problem of aged consumers. So there is a positive correlation among branding and consumer buying behavior. Bargaining habit increases with the age due to low income factor. Survey is used as research methodology, then results are concluded according to the spas calculations and results are interpreted and discussed. So it is concluded that branding have a great impact on consumer buying behavior. Overall, the research by using survey method is 89.6% valid and reliable. Future researches should be conducted for evaluating the impact of consumer behavior on brands.

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