

EVALUATING THE RELATIONSHIP BETWEEN CONSUMER PERSONALITY TRAITS AND BRAND PERSONALITY

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ABSTRACT: The quality or character of an individual or a group that distinguishes the character, action, attitude or personality of two is called as personality trait .Brand personality is a set of human character that are attributed to brand name . A brand personality is something to which a consumer can relate. This personality is a qualitative value-add that brand gains .

The purpose of his study is to evaluate and understand the relationship between consumer personality traits and brand personality with reference with Big five personality trait model and five core dimensions of brand personality by Aaker .

The results shows positive relationship between consumer personality traits and brand personality dimensions

KEYWORDS : **personality, brand, evaluating ,relationship, consumer, traits**

INTRODUCTION

Each person has a unique personality which is characterized by their feelings, emotions and thoughts. Personality trait is a way to measure personality. Personality trait is where you can examine the most readily accessible essential information source which will be make use for the exploration without extra necessities .

The big five character which is also termed as five factor model is theory for gathering the characteristics qualities.

The five personality traits that are majorly observed in humans are

- 1) **Openness:** Individuals who have high score in this trait are generally very active , have tremendous inclination towards creativity and aesthetics. Such individuals are generally open to adapt new things , these people are broadminded and have modern way of outlook. On the other hand people who scored low in this trait are conservative, reluctant to change and have traditional approach in life.
- 2) **Conscientiousness:** As the name suggests, individuals with high score conscientiousness personality traits are extremely cautious ,and self-disciplined listen to their conscience and act accordingly . These people are proactive and goal oriented. The people who score low in this trait are little laid back are not much goal oriented.
- 3) **Extraversion:** This refers to the state where individuals shows more concern towards what happening outside. Such individuals love interacting with people around and are generally talkative. They do not like to spend much time alone and love socializing . The opposite ton this are introversion people who do not like to socialize much and prefer to stay back.

- 4) Agreeableness: Agreeableness is personality trait which refers to individuals that are adjusting in all situation. This individuals do not crib and face changes with smile. The people high in this trait can accommodate themselves to all situation. People who score low in this trait find difficulty to adjust and resist change.
- 5) Neuroticism : This is the trait where individual are prone to negative thoughts such as anxiety, anger, envy, guilt and so on. Such people are often do not enjoy the life and are in low or serious state.

Brand personality is set of human characteristics that are attributed to a brand name . A brand personality is something a consumer can relate . A effective brand personality increases the brand equity by having consistent set of traits that a specific consumer segment enjoys

The five core dimensions of brand personality are

- 1) Sincerity: This dimension includes brands that are as down-to-earth, honest, trustful and cheerful .These type of brands follow and communicate ethical practices, their commitment to the community or concerns with consumers .Sincere brands also often apply clear consumer policies to avoid ambiguities and establish the good customer relationships , and support employees, environment and society.
- 2) Excitement: The dimension involves brands which are perceived as being imaginative, up to date, inspiring and spirited. Thus often these brands use colourful logos, uncommon fonts and portray themselves in unexpected and exciting places and situation.
- 3) Competence: These brands are the ones which are primarily seen as being reliable, responsible and efficient. The consumer perceptions are often based on how well a product or service performs and how the organization behaves in society.
- 4) Sophistication : Sophisticated brands are the ones perceived by consumers as upper class ,charming and glamorous. These brands are commonly found across the luxury industry and these are high priced brands.
- 5) Ruggedness: This dimension includes brands that are seen as outdoorsy, tough, masculine and western . Rugged brands have tendency of being male oriented, of developing brand concepts which contains dark colours , strong and thick fonts .

LITERATURE REVIEW

- 1) *September 2018 – YOUNG-Ei-KIM, JUNG WAN LEE, YONG KI LEE* : Relationship between brand personality and personality of consumers and its application to branding strategy:

Many consumers enjoy the challenge of purchasing a brand that matches well with their own values and personalities. The results of this study further suggest that the certain dimensions of brand personality causes consumer to have preferences to certain brands.

- 2) *August 2016 - AMIR EKHLASSI, MAJID NEZHAS, KAMAL RAHMANI* : Relationship between customer personality and brand personality : A case study of cell phone market

The aim of this study is to measure relationship between customer personality, age, gender, income and brand personality of cell phone market in Iran. The results of this research shows positive relationship between consumer personalities and brand personalities. The result do not show any differences between customers with regards to gender, income and brand personality.

- 3) *2015- ANJA GANDARA , DANIEL HELLGREEN*: Brand personality:Impactv of brand trust and consumer preference

The purpose of this study was to explore whether brand personality has an effect on consumer preferences and trust towards brands .The results of this study showed that there were indication of brand personality affecting the level of trust towards the brand among customers.

- 4) *January 2015 –KU LEUVEN* : The influence of big five personality traits on young people 's behaviour

The purpose of this study was to explore the relationship between Big five personality traits (openness, conscientiousness , extraversion , agreeableness, neuroticism).

- 5) *2017- AOIFE O'SULLIVAN* : The study examines how well character qualities affected the implies by which the understudies of NCI used SNS and their offered highlights for social purpose.

RESEARCH METHODOLOGY

For the purpose of study a survey was conducted among 124 people. The arbitrary scale questionnaire was designed in three sections: Demographic area of consumers, personality traits and brand personality. A total of 150 forms were circulated out of which 124 were used for analysis.

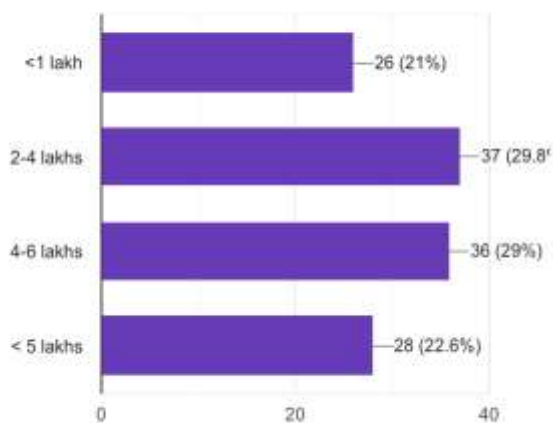
OBJECTIVES:

- 1) To understand and evaluate the relationship between consumer personality and brand personality
- 2) To study how brand personality have influence on an individual 's traits.
- 3) To understand how both consumer personality trait and brand personality have influence on buying decision.

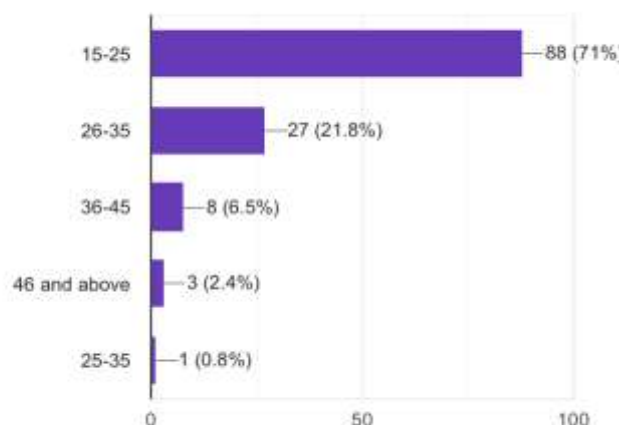
GRAPHS

ANNUAL FAMILY INCOME

124 responses

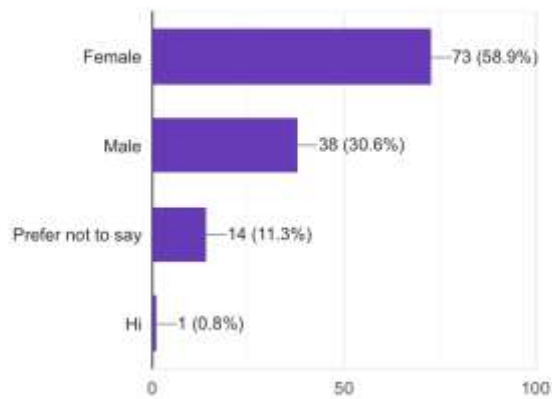


124 responses



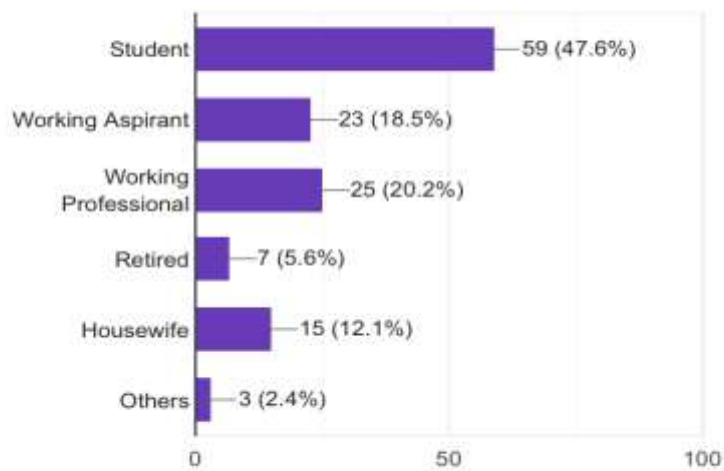
GENDER

124 responses



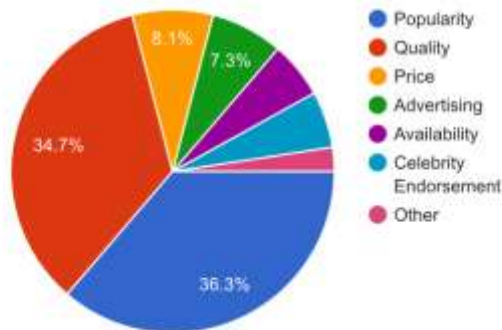
OCCUPATION

124 responses



On what parameters do you select the brand

124 responses



Among the responses of survey 58% were female, 30% were male and 15% were from the other category . From this graph we can evaluate that female segment of customers are more concern about the brands they brands.

Also from the responses we can easily understand that people of age group 15-25v and 26-35 have majorly took part in this study . A total of 95% of respondents are in the age group of 15-35. Majority of people took part in this study are students.

We can also observe that people are more inclined towards the popularity of the brand and then the quality aspect comes.

CONCLUSION : There is a positive relationship between the consumer personality extraversion and perceived brand personality active. There is a positive relationship between agreeableness consumer personality and excitement brand personality. A positive relation is witnessed between conscientiousness consumer personality and sophisticated brand personality.

It is also observed that consumers tend to hold favourable attitudes towards those brands that matches their own personalities respectively. Consumers who possess that personality trait seek for matching it with certain brand personality dimension.

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