

Role of Brand Personality in Naregal on Consumers Purchase Decision-Making

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ABSTRACT

Introduction: As brands become more vulnerable to public opinions, mass marketing has gradually lost its impacts on the target audience. Nowadays, it is advisable to approach potential consumers in a personalized and interactive way. Therefore, over the years, more focus has been put on understanding consumers' perspectives and developing the bond between brands and their target customers.

Review of Literature: According to Keller (1993). The concept of brand personality appears to be a process that works in two directions. It can arise through a bottom-up approach, because of inferences about the underlying user or usage situation.

Purpose of paper: Purpose of this article paper is role of the brand personality and its influence on consumer's decision-making.

Methodology of study: In this article, paper indicates how the current research is carried out by justifying the chosen methodology, research designs, and validity of collected data.

Data Analysis: In this article paper to analysis variables factors such as "Brand Personality", "Brand Trust", "Brand Loyalty", and "Self-Concept"; whereas the dependent variable is "Purchase decision making".

Conclusion: This article paper concludes on consumer's perceptions and attitudes toward brands and brand personality.

Keywords: Brand personality, Consumers, Decision-Making, Naregal

INTRODUCTION

Nowadays a brand is a valuable asset and branding means the creation of the asset. Any company willing to sell its product with a positive outcome has to make it look special and desirable, it has to be the number one choice a consumer seeks for. On the other hand, from the consumer's point-of-view a brand is a product; it is an equation of a promise, expectations and beliefs, shaped by tangible and intangible factors. Some of the tangible factors are; the logo, design and the physical product. The intangible factors are the experiences the customer absorbs and the beliefs it creates. The intangible factors rely on the consumers own justification, but companies strive to feed the consumers' imagination.

According to Hart and Murphy (1998) Branding has its roots deep in the history of man. Branding existed already in the Roman time. Through thousands of years people have promoted their products e.g. attaching a name and/or a picture on a business. These simple elements can still be found in today's world, e.g. Apple uses a logo of an apple and Twitter a bird. Branding, as we know it today has its roots in The Industrial Revolution. During this time period it was understood that a brand comes with a greater value. Therefore, it is a quotidian procedure to patent ideas or products, copyright an image or establish a trademark etc.. This is simply done to protect the brand from imitations and competition.

The modern age we live in has changed the way we experience information. Partly due to the rise of Internet Web 2.0, where simplistic and visual interaction is desired as a standard for user experience and the shift towards fully digital service, a brand's window for information broadcasting towards consumers is shrinking each day. This phenomenon is giving brands less and less opportunity to demonstrate their added value to the customer, while meanwhile brand

positioning based on objective features such as price, availability and product quality are leveling between brands as well. Based on this development, brands use a more subjective approach to build a brand relationship with the customer.

REVIEW OF LITTRETURE

Brand:

According to Aaker (1997), Brand's often use brand personality to create this relationship. Brand personality is mainly based on human characteristics associated with the brand, which can be realized by giving the brand human features".

Brand Personality:

Azoulayand Kapferer (2003). Research on brand personality has started as early as 1958, where Martineau used the word to refer to the non-material dimensions that make a store to be perceived as special and conclude on by Martineau, the personality or character of a store could help differentiate one store from another.

According to Keller (1993). The concept of brand personality appears to be a process that works in two directions. It can arise through a bottom-up approach, because of inferences about the underlying user or usage situation.

According to Huang et al. (2012) confirmed in their study that the consumer tends to choose a brand that is associated with the group he or she wishes to belong to, accepting the brand's identity as a part of their own.

According to The Statista Portal (2017).With the growth of globalization, international trading, and the impacts of online communication, people nowadays have access to more information and product choices than ever. For instance, in Italy only, consumers get to choose from 14 different pasta brands, excluding store brands that belong to their local supermarkets.

According to Brown (2011). Brand tends to serve as a symbolic or self expressive function. This top-down approach is assumed more preferable for organizations. They make use of this method by applying a personality onto the brand itself in order to strengthen the connection with the consumer.

According to Aakerand Fournier (1995). Brand personality can be defined as the specific set of meanings which describe the inner characteristics of a brand. These meanings are constructed by a consumer based on behavior exhibited by personified brand characters . A brand's personality can often be translated through an „inner character“ emphasizing its goals and values.

According to Temporal (2010) demonstrates this process as similar to human relationships, in which people are drawn to individuals who have charismatic characters and make others feel good to be around.

According to (Holland 2017). Consumers have also grown to be more brand-conscious and developed a sense of loyalty to their favorite brands over time. Hence, more focus has been placed on branding and building brand-consumer relationships.

Purchase Decision-Making:

It is commonly known that people's decision-making process does not always base on rational and objective thoughts. According to Deppe et al. (2005). Rather, a person often subconsciously uses his emotion and intuition to decide, especially when there is a time limit to reach a decision.

According to Sinclair (2007) also indicates that consumers not only don't have a rational and consistent approach to their decision-making process, they also don't follow any historical economic patterns. Therefore, making a forecast on future purchasing trends of consumers is a challenging task for many companies in the world.

Bilal & Ali (2013). They said that, previous researches have pointed out that purchase intention is one of the most crucial factors that affect consumers' buying decision.

Purpose Of Study:

This article paper following purposes is determined:

- To examine the existence of brand personality concept in consumers' perceptions nowadays.
- To analyze the possible impact of brand personality on consumers' purchase intentions.
- To create a specific framework demonstrating the impact of brand personality on consumers' purchase intentions.
- To determine the key factors supporting the impact of brand personality on consumers' purchase intentions.

- To carry out research with a diverse sampling group on the topic of brand personality

METHODOLOGY OF STUDY

In this article paper indicates how the current research is carried out by justifying the chosen methodology, research designs, and validity of collected data. It begins with the reasoning behind the chosen research methods. Then, this article paper provides a rationale for the approach of the research as well as the theoretical background of the research design. After that, the data collection process is presented. Finally, the section covers how the data is analyzed and demonstrates its validity.

Research Methods: The quality of a research's results depends heavily on the compatible of the research objectives and its chosen method. In general, there are two types of research methods commonly used in academic research: Qualitative and Quantitative. Qualitative method collects people's opinions to interpret phenomena and its meaning to the society in question. Quantitative method, on the other hand, uses measurable data in a systematic way to examine phenomena and explain its statistical relationship with other variables presented.

Research Approaches: There are two research approaches that are widely used in most research projects, namely deductive approach and inductive approach. Deductive approach means researchers would firstly build a preliminary hypothesis using existing theories, then test that hypothesis with their collected data . On the other hand, inductive approach means researchers would develop their final theories based on the result of the data analysis.

Data collection: One of the deciding factors of a research is the data collection process. Researchers need to gather and analyze an adequate amount of valid data in order to produce justifiable results and conclusions of the study. In general, there are two types of data sources: primary data and secondary data. For this research, the author uses both data sources to examine the hypothesis and draw final conclusions. Documentary secondary data is mainly used in the literature review part of this research, as it often has higher quality than the primary data collected solely by the author.

Research Questionnaire In order to collect primary data, the author uses self-administered questionnaire, which is a data collection technique that requires respondents to answer the same questions in a decided order. The questionnaire is conducted using Google Form. During the course of March 2023 to July 2023, the researcher sent out the questionnaire to 37 multiple groups on Facebook in order to create diversity for the final results. The questionnaire consists of 24 questions (see the Appendix):

- 4 demographic questions
- 5 questions regarding Brand Personality
- 4 questions regarding Brand Trust
- 6 questions regarding Brand Loyalty
- 2 questions regarding Self-Concept
- 3 questions regarding Purchase decision-making

DATA ANALYSIS

Due to its numerical nature, quantitative data needs to be processed and analysed in order to produce useful information and deliver meaningful results. Thus, in this article, after collecting results from the online survey used SPSS software to turn given data into comprehensible information and further analyse to generate answers for the research questions. The first step of the analysing process is to input collected data from the survey to SPSS spreadsheets and start coding.

I. Demographics Analysis of Respondents:

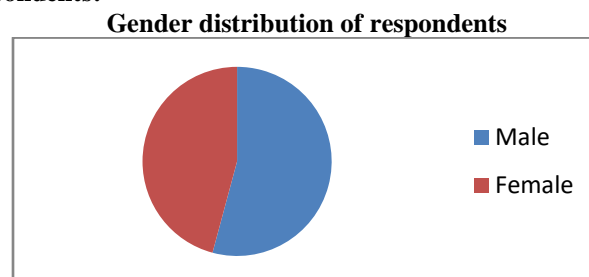


Figure on Field survey in Naregal

Over the course of seven days, the survey received 227 respondents. The sample consists of 124 female respondents (54.62%), 104 male respondents (45.38%).

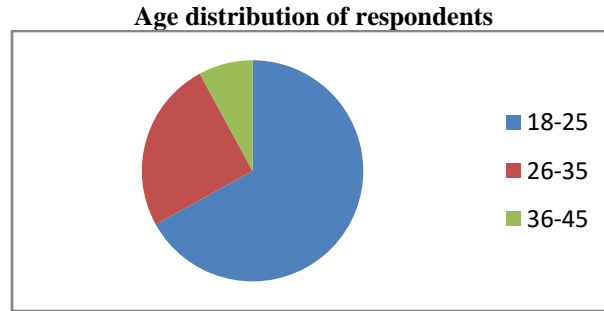


Figure on Field survey in Naregal

Out of 227 respondents, the largest age group is people between 18 – 25 years old, which makes up 66.96% of the total sample size. The survey also received 57 respondents (25.11%) aged from 26 to 35 years old, and 18 respondents aged from 36 to 60 years old (7.92%) (See Appendix).

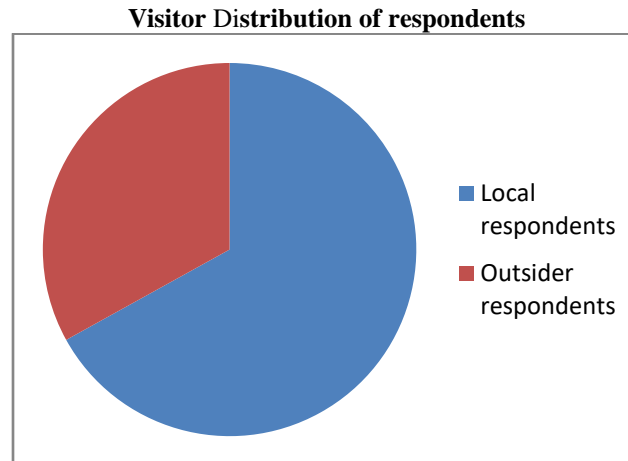


Figure on Field survey in Naregal

As for the visitor distribution, the majority of respondents are local (67%) and outsider (33%)(see Appendix).

II. Variable Factor Analysis:

Owing to the main of purpose of this article paper is identify four independent variables as “Brand Personality”, “Brand Trust”, “Brand Loyalty”, and “Self-Concept”; whereas the dependent variable is “Purchase decision making”. In SPSS, these variables are presented as composite variables, whose values are equal to the average value of their groups. Then, this article run on Table 1 descriptive analysis to generate an overview of retrieved data. This table includes features of key variables in the research. A complete version of this Descriptive Analysis can be found in Appendix.

Table No. 1: Descriptive Analysis

Variable	N	Minimum	Max	Mean	Std. Deviation
Brand Personality	227	1	2	5.0467	.99117
Self-Concept	227	1	2	4.3789	1.58801
Brand Trust	227	1	2	5.0385	1.30791
Brand Loyalty	227	1	2	4.7217	1.45678
Purchase decision making	227	1	2	5.0984	1.44162

Hypothesis of study:

This article paper the possible impact of brand personality on consumer's purchase decision through six hypotheses:

- H1: Brand Personality has a positive relationship with Brand Trust
- H2: Brand Personality has a positive relationship with Brand Loyalty

- H3: Brand Personality has a positive relationship with Self-Concept
- H4: Brand trust has a positive effect on Purchase decision making
- H5: Brand loyalty has a positive effect on Purchase decision making
- H6: Consumers' self-concept has a positive effect on Purchase decision making

To test these hypotheses, a correlation analysis is conducted among all mentioned variables using SPSS software.

Table No. 2: Correlation Statistics

Variable	Brand Personality	Self-Concept	Brand Trust	Brand Loyalty	Purchase decision making
Brand Personality	1	.569	.603	.489	.432
Brand Trust	.569	1	.693	.661	.611
Brand Loyalty	.603	.693	1	.723	.667
Self-Concept	.489	.661	.723	1	906
Purchase decision making	.432	.611	.667	906	1

According to the survey's result, Brand Personality is indicated to have positive relationships with all three variables of the study. Brand Loyalty has the highest correlation score ($r=0.603$), following by Brand Trust (0.569) and Self-Concept ($r=0.489$). This confirms our H1, H2, and H3 that Brand Personality is positively related to Brand Trust, Brand Loyalty, and consumers' Self-Concept. Brand Trust is also presented as having a relatively positive relationship with consumers' purchase intention ($r=0.667$). This positive relationship is in line with the survey's result, as nearly 60% of participants agree that they can trust the brand they chose. Most participants also believe buying products from their chosen brands is a safe investment.

Table No. 3: Regression Statistic

Variable	Unstandardized Coefficient	Standardized Coefficient	Sig.
	Std. Error	Beta	
Self Concept	.038	.015	.710
Brand Trust	.050	.018	.697
Brand Loyalty	.043	.883	.000

As seen in Table 3, the regression analysis delivers a somewhat different conclusion to the previous correlation analysis. In elaboration, only the "Brand Loyalty" variable ($\beta = 0.883$, $p\text{-value} < 0.01$) is proven to have causal relationship with "Purchase decision making". In other words, Brand Loyalty is proven to have a positive effect on consumers' purchase decision making, hence confirms H4. Meanwhile, the impact of both "Self-Concept" variable ($\beta = 0.015$, $p\text{-value} > 0.05$) and "Brand Trust" variable ($\beta = 0.018$, $p\text{-value} > 0.05$) are shown to be insignificant upon "Purchase decision making". To put differently, based on these results, both H5 and H6 are denied. Therefore, it can be stated that only Brand Loyalty has positive impacts on Consumers' Purchase decision making.

RESEARCH RESULTS

In this article showcases all main findings of the study and results from the data analysis phase. This article starts with a brief presentation of the survey's sample, which is to demonstrate the cultural diversity and competence of collected data. Then, all major statistical results, which were processed by SPSS, will be displayed and further explained in correspond to the research questions. As mentioned in the Introduction, this study has two major research questions:

- Do consumers acknowledge brand personalities?
- How does brand personality create impacts on purchasing decision making?

Therefore, this article paper will give navigated to answer these questions. Detailed records of all statistical results and the survey itself can be found in the Appendix.

DISCUSSIONS

In this article paper discussion on interpretation and explanation for all presented results. The aim of this article paper is to provide answers for the research problems, which questions the actual effectiveness of promoting brand personality, specifically its impacts on consumers' purchase intention in the current time. With that research problem, two questions arise for this study:

- Do consumers acknowledge brand personalities?
- How does brand personality create impacts on purchasing decision making?

In order to answer these questions, this article paper took a quantitative approach, in which an online survey is conducted to investigate the topic. As stated before, one of these article purpose is to measure the level of acknowledgment that brand personality concept has on consumers nowadays. On the ground of these purpose, it is imperative to note that the research paper is not constrained to a specific group of nationality or race. On the contrary, the author believes that having a diverse sample will deliver more precise and inclusive results to the topic in question. Hence, the survey was sent to many people with different demographic backgrounds in the hope that the yielded results would be as culturally diverse as it could be. In the end, as mentioned in the article, 227 respondents fully participated in the online questionnaire.

CONCLUSION

The purpose of this article was to better understand consumers perceptions and attitudes toward brands and brand personality. The results of this study show that attaching personalities to brands can make them more desirable to the consumer.

Consumers are often motivated to acquire products and brands by a desire to create a more positive self-image. Brands, in particular, are important for consumers who wish to enhance their sense of self. Well-known brands with appealing personalities, such as Cartier (sophisticated) and Rolex (successful), provide an opportunity for consumers to appropriate the brand's personality and connect it with their self-image. Popular sayings such as "you are what you wear" communicate that consumers can use brands as a way to feel more positive about them.

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