

USING BRAND PERSONALITY AS A TOOL FOR MARKET SUCCESS

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**ABSTRACT**

*In today’s world companies have understood the value of brand personality in influencing customer behaviour and have integrated it into their brand marketing strategies. Brand personality is all about the human-like traits or characteristics associated with a brand that gives functional and emotional attributes to the brands and also helps the brands to create their distinct identity and connect with the brand. According to previous studies Consumer’s desire and consumption increase as a result of brand personality. Keeping in consideration the marketer’s possible use of brand personality, this study analyses the conceptual study of brand personality. The paper aims to study the dire need of personality for brands in the cut throat competition and thus focus on creation of brand personality as well. The paper also highlights the benefits that a marketer receives as a result of creating personality for their brands. The results of this conceptual paper reveal that Marketers can take charge of brand reputation by consciously knowing and influencing the personality of the brand.*

*Keywords: Brand Personality, consumer behaviour, consumption, brand reputation.*

**INTRODUCTION**

Brand personality is all about the human-like traits or characteristics associated with a brand that gives functional and emotional attributes to the brands and also helps the brands to create their distinct identity and connect with the brand. It means the personification of a brand. When we connect human traits and characteristics to a brand of a product or company it becomes its personality. Brand personality is a kind of alliance between human characteristics and the benefits that is provided by the product. When we attach adjectives to a brand such as down to earth, snobby, uniqueness, classy it becomes a personality. In simple words, when we consider the brand to be as a person. The success of a brand relies on the extent to which it differentiates itself from the myriad of competitors. As brands seek to become distinctive, brand personality is viewed as a viable metaphor for understanding consumers’ perceptions of brands and for crafting a unique identity in their minds Brand personality traits are considered based on physical attributes, promotion, prices, benefits, end-users, etc. brand personality is used as a competitive weapon as it helps in differentiating products in the market and helps in creating a brand image. Brand personality evokes an emotional feeling in the minds of potential consumers and they start perceiving brands differently. It speaks to the consumer at a deeper level.

| Author & Year of Publication | Brand Personality Definitions  |
|------------------------------|--|
| Se’guela, J. (1982)          | Brand personality helps to describe the brand from three angles, the physical one, the character of the brand, and its style                             |
| Plummer (1985)               | Brand personality is a group of human-like features of a brand that helps to connect with the customers by laying its functional and physical attributes |

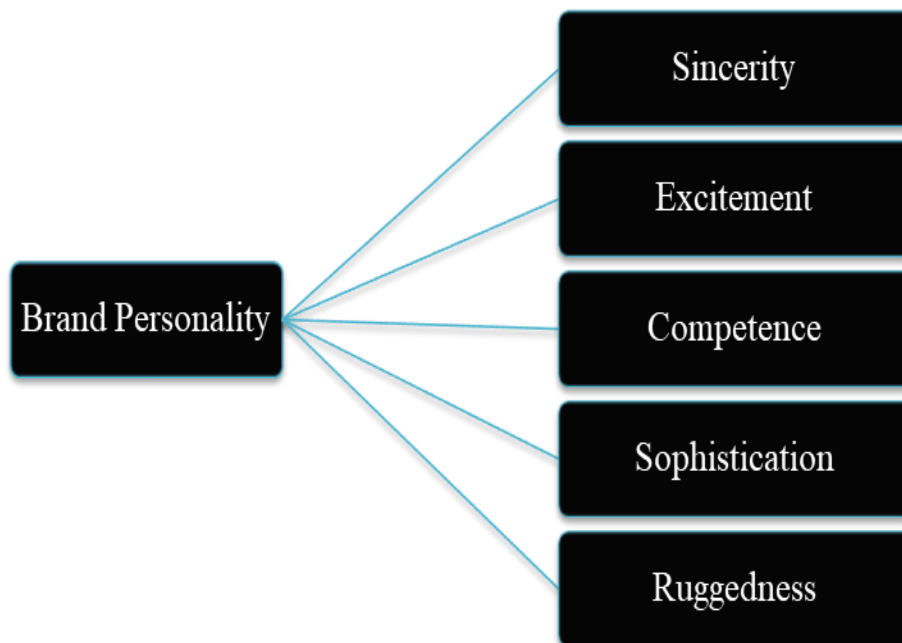
(Kim h.-s.,2000) stated that brand personality is used to form impressions of and preference for a brand. Consumers tend to use it as a means of self-expression. Consumers purchase products/ brands not only based on their functions or quality but do so, more importantly, because of symbolic meaning contained in products /brands ( Veryzer,1995). A distinct brand personality helps to create brand distinctiveness and at the same time help marketer identify the key personality factor, which can then help brand extension by creating a generalization of stimuli thereby reducing the rate of rejection (Pandey,2009)

**BRAND PERSONALITY DIMENSIONS**

Aaker, Jennifer L. (1997) gave five dimensions of brand personality that divides the brand personality on grounds of these dimensions. These dimensions include Sincerity, Excitement, Competence, Sophistication, and Ruggedness. As suggested by Aaker human personality and brand personality cannot always be said to be similar but still, consumers assume that the personality of the brand closely matches their personality which in turn shows an effect upon their choice of brand.

Figure 1.1 depicts brand personality dimensions along with its five components that have been further divided into sub-components

Figure 1.1: Five Dimensions of Brand Personality



*Source: Adapted From Aaker (1997)*

These dimensions help in understanding the personality of products/brands. It lays down the foundation of choosing the direction of brand personality. As one single brand cant have all the features or attributes in it, the personality lies at some point of the scale. Following are the five dimensions given by Aaker.

#### **SINCERITY**

It means the quality of being sincere, genuine, honest, and trustworthy. The sincerity focuses on the product should focus on providing those benefits that it promises to provide. This trait is free from hypocrisy and disguise. According to the Aaker model, Sincerity includes down to earth, honest, cheerful, and wholesome attributes. The brands like Dove, hallmark, titan depicts these features.

#### **EXCITEMENT**

The state of being excited. The brand shows the quality of having great energy and enthusiasm. It shows the erection and daring side of the brand. The users of this type of brand are energetic, youth people with high spirit and cool attitude. The excitement dimension includes traits like daring, spirited, imaginative, and up to date features. The brands like Fastrack, Gucci, MTV depicts an exciting personality.

#### **COMPETENCE**

It means having sufficient skills and knowledge. The brands having this personality do not make any compromises when it comes to fulfilling the needs of the consumers. It works on the foundation of confidence and reliability. The attribute competent includes reliable, intelligent, and successful. The brands like Bata, pc jewelers are competent brands showing full dedication and commitment.

#### **SOPHISTICATION**

The brand personality shows features like enlighten, classy, luxurious, and charming. It includes the upper class and charming features. It is very hard to get this type of personality. Brands like Rolex, Armani shows traits of sophistication.

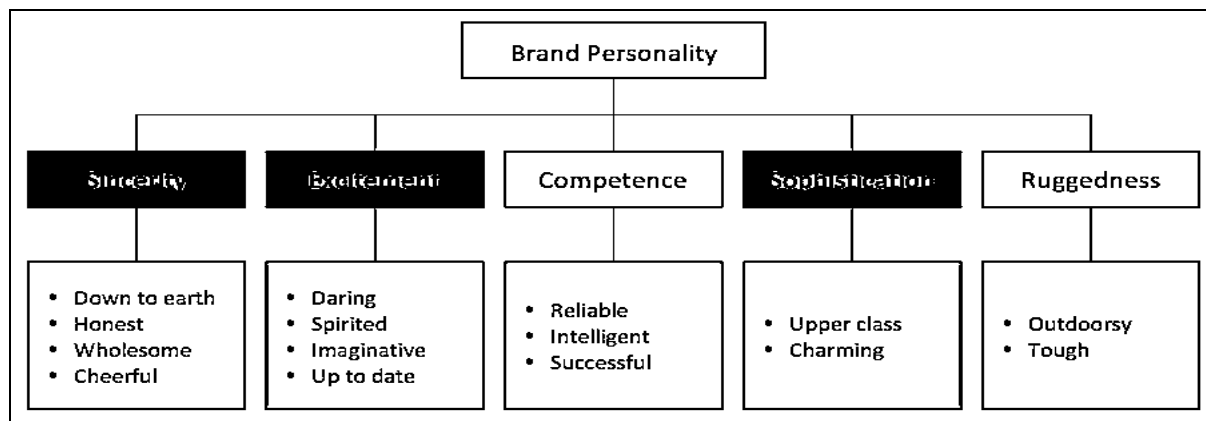
#### **RUGGEDNESS**

It reflects features like strong, robust, sharp, sturdy, rough, and tough. According to Aaker, it includes outdoorsy and tough attributes. Brands like Nike, puma shows this type of personality.

Every product can fall into one of the dimensions given by Jennifer. After knowing the brand personality, the marketer can alter the product and provides it according to the needs and wants of users.

The Dimensions of Brand Personality, propounded by Jennifer Aaker, is a structure that explains the correspondence between human and brand personality. The further division of these dimensions into multiple facets can be seen in fig 1.2

Figure 1.2



Source: Adapted From Aaker (1997)

This paper sets out a theoretical structure for comprehending the phenomenon of brand personality. Academicians and businesspeople alike would be interested in the conceptual analysis discussed here. Furthermore, the research implications and consequences will aid in comprehending the idea of brand personality and its role in fostering a favourable attitude toward the brand. The objective of this investigation is to:

1. To research the importance of brand personality for brands.
2. To learn how advertisers develop a brand personality.
3. To know about brand personality's antecedents

### LITERATURE REVIEW

In today's business world, every organisation is attempting to attract consumers' attention by developing a distinct brand image for their products. Consumers also perceive Pepsi as being more "new," Coke as being more "true and truthful," and Dr Pepper as being more "non-conformist and pleasant" (Aaker 1997, p. 348). The word "brand personality" refers to the individual characteristics associated with a brand. Brand personality is primarily derived from three sources: first, customer experiences with a brand; second, the image a business aims to achieve. Brand personality, according to Aaker (1997), is "a collection of human characteristics associated with a brand." As a consequence, brand personality acts as a medium for self-expression and self-symbolization (Keller, 1993). According to Levy (1959), brand personality includes demographic characteristics such as gender, age, and social status, which may or may not be present. The image of brand customers, employees, and product spokespersons has a direct impact, and Brand characteristics have an indirect impact as well. As an explanation for symbolic behaviour, the Brand Personality model has gained some traction consumption and the affective relationships that customers form with brands (Keller, 1993 J. Aaker, 1997; J. Aaker et al., 2004). Fournier, 1995; D. A. Aaker, 1996; J. Aaker, 1997; J. Aaker et al., 2004). In an atmosphere of symbolic consumption (Lannon, 1993), brand personality is introduced to the customer as a vehicle of self-expression and expression of an ideal (Sirgy, 1982; Malhotra, 1988), as well as a source of personal and social significance (Levy, 1959; Allen & Olson, 1995; J. Aaker, 1995, 1997). As a result, brand personality is a component that determines customer choice and preference (Biel, 1993), and as such, it is an attribute that adds value to both the consumer and the business (D. A. Aaker, 1991, 1996).

### NEED OF BRAND PERSONALITY FOR MARKETERS

**Aids in the differentiation of company's brand:** Your brand will tend to stand out from the crowd if it has a distinct personality. You can cater to young people by inferring personality characteristics such as carefree or spirited. The same commodity can appeals to a variety of markets by addressing various personalities.

**Assists in the communication of brand characteristics:** Customer morale can be bolstered by personality characteristics such as trustworthiness and desirability. Brands that emotionally interact with customers also have desirable qualities like allure or exclusivity.

**Emotional attachment formation:** Consumers are more likely to associate with brands that have personalities that are similar to their own. Families are more likely to trust a brand that promotes personality qualities like kindness or thoughtfulness.

**Enhances brand image:** The image has a permanent place in the mind of the consumer; sometimes, the personality will produce images that are readily recognisable by the target audience and that they will associate with the brand.

**Establish the brand's tone:** The tone of your brand will aid in the development of marketing strategies. For example, if you want your brand to evoke a sense of sincerity – maybe something kind or thoughtful – then your messaging should emphasise this tone to convey the same message to customers.

### **DEVELOPMENT OF BRAND PERSONALITY**

To successfully harness the power of personality for your brand, Marketer need to put some thinking, preparation, and effort into it. It entails appealing to your target audience's interests and beliefs while still demonstrating your intellect and sense of humour while remaining professional. It's difficult, but the payoff for your brand identity goes beyond money. In a nutshell, it's the secret to true wealth.

1. Pay attention to the target market: Meeting the needs of your target consumer is the most important aspect of your brand personality, far more important than your own. While you should have a clear understanding of who your customers are and what they want, collecting quantitative customer data will reveal insights you wouldn't have guessed on your own.
2. Create a list of adjectives to identify the personality of your ideal brand: This is a fast branding exercise designed to help rookies. Create a list of adjectives that define your ideal brand personality if you're having trouble agreeing on your characteristics. Only bear in mind your intended consumers' tastes and aspirations. The terms on the page are more likely to refer to them than to you.
3. Imagine your brand as a person Although this is a little on the nose, visualising your brand as a living, breathing individual will help you build a brand persona. If you're having trouble deciding where to take your brand's personality, imagine that your ideal brand is a real person you're meeting for the first time at a party. Consider the following questions:
  - What is your brand's greeting to you? Do they greet you with an excited "Hi, how are you?" or a casual "sup?" Do they extend a formal handshake or hurry in for a hug?
  - What is the action of your brand? Is your brand direct and to-the-point? Do they like making jokes? This will assist you in determining the brand's voice.
  - What does the company promote? What are the things that your company is interested in? Will they stick to socially appropriate subjects or do they challenge the boundaries? Is it more important for them to teach or listen?
  - What kind of clothes does your company wear? Is it more important to dress for appearances or for comfort? What are their colours? This will give you some great ideas about how to form your visual identity. Knowing which brand identity fits best for your company is one thing; putting that personality into your logo, website, and products is quite another. You will bring your brand personality to life in all facets of your branding once you know what you're trying to achieve.

### **CONCLUSION**

The findings of the study illustrate the significance of the idea of brand personality and, as a result, emphasise certain managerial consequences. Over all, brand managers can use a variety of marketing activities to communicate the brand's personality to customers. Since brand identity has such a strong impact on customer behaviour, brand managers can make customers of various personality types believe in and understand the brand's personality. As a consequence, customers can create a bond with the brand, affecting their purchasing decisions. In the future, brand personality decisions will definitely become more scientific. The brand consultants are doing meticulous research on finding the best fit to align with the brand personality.

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