

A Study on Relationship between Students Personality and Brand Personality

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Abstract: The customer's tastes and reference for products and services are significantly influenced by their personality. Whether going for a movie or buying a bike or FMCG product etc branding is crucial. But he branding can be done based on gender, geographical location based, age based etc. In this study, branding using personality is discussed. The simple random sampling is used for data collection and total number of respondents in the study is 102 MBA students. The Pearson correlation is used in the study to find the correlation between personality of the students and brand personality. Finally the suggestions are given for the purpose of marketers.

Key Words: Brand Personality, Personality Segmentation, Brand Preference, psychographic segmentation

Introduction:

An individual customer always has a preference for certain set of brands in day to day life. It is not random or won't happen just like that. There are strong reasons behind it. The advertisement, word-of-mouth etc have strong influence in purchase decision. Each customer has more inclination towards some advertisement due to strong association between brand personality and consumer personality. The personality of the individual is influential to choose a particular brand. In other words, there is a reason behind customer preference over a brand. Generally speaking, the customer tends to choose a brand which closely associates with their personality. There are plenty of researches conducted to study the relationship between brand personality and student personality. The results show that there is strong association between brand personality and the individual personality.

We can identify the personality of the individuals with the help of the brands they use. When the individuals have chance to choose among existing brands then their personality plays a vital role. Thus the customer segmentation based on their personality is becoming important. The modern marketers reach customers through innovative ways. When the marketers does STP (Segmentation, Targeting and Positioning) strategies well then the probability of success is high. In this study segmentation of customer based on their personality is focused. The main purpose of the study is to validate whether the customer personality has any influence on the brand they use. At the end of the study the implications are shared for marketers. The right personality segment should be targeted with appropriate brand. In other words, we can focus on selectively few personalities with limited number of brands

In the annexure the two questionnaires used to for the purpose of data collection are attached for reference.

Literature Review

A research article "*The Relationship between Brand Personality and Consumers' Personality among Students*" published by by *Roya Anvari and Sobia Irum*, in *Mediterranean Journal of Social Sciences*, Vol 6 No 5, September 2015. This study aimed at studying correlation between brand personality and consumer personality using under graduate students of "Faculty of Management at UniversityTeknologi Malaysi" as respondents. With the help of 242 samples the researchers analyzed the data using data descriptive statistics, Pearson correlation and multiple regression. The outcome of the study proved that there is significant relationship exists between brand personality and individual personality.

A research article, "*Brand Personality's Influence on the Purchase Intention: A Mobile Marketing Case*", published in *International Journal of Business and Management* by Vol. 6, No. 9; September 2011, contributed *Olfa Bouhlef, Nabil Mzoughi, Dorsaf Hadiji et al.* It was an empirical research study used 380 respondents to confirm that the brand personality influences the decision making process of the consumer by relational variables. An apparel brand used an Ad campaign based on SMS services to study the influence of brand personality on purchase decision and proved it.

A research study, “*The relationship of consumer personality trait, brand personality and brand loyalty: An empirical study of toys and video games buyers*” published in *Journal of Product & Brand Management*, by Long-Yi-Len. This study conducted with the objective of exploring the relationship of personality trait with brand personality and brand loyalty. The convenience sampling method was used to collect the data from 400 customers through interview technique. Finally the regression analysis was used to test the hypothesis and the study proved the relationship between personality trait and brand personality.

A research article, “*Perception of self, Generalized Stereotypes and Brand Selection*”, published in *Journal of Marketing Research* by Grubb, E., & Hupp, G. The main objective of the study is to test two hypotheses that the consumers use the brands which are perceived as congruent with their self-perception. Further the consumers perceive competing brands personality significantly different from their self-perceived personality. Finally the study established a positive relationship between self perception and perceived brand personality of congruent brands.

A research study, “*A New Measure of Brand Personality*” published in *International Journal of Research in Marketing* by Geuens, M., Weijters, B., & De Wulf, K. This study used 12,789 Belgian respondents and 193 brands to develop a new brand personality measurement scale. The new scale comprises of 5 factors in congruence with big five human personality dimensions. The results proved correlation between Conscientiousness and responsibility, extraversion and activity, emotional stability and emotionality, agreeableness and aggressiveness, openness and simplicity. The new scale proved to have high test-retest reliability. Moreover, the validity of the new brand personality measurement scale found to be very high in US and other European countries.

Objectives of the study:

1. To identify the most dominant personality of the students
2. To identify the most dominant brand personality of the product (smart phone) used by the students
3. To find the impact of student personality in brand personality

Hypothesis:

H1: There is positive correlation between Agreeableness and Sincerity (Aaker, 1995)

H2: There is a positive correlation between Openness and Excitement (Aaker, 1995)

H3: There is positive correlation between Conscientiousness and Competence (Aaker, 1995)

H4: There is a positive correlation between Agreeableness and Ruggedness

H5: There is a positive correlation between Neuroticism and Ruggedness

Methods

Design Descriptive research design is used to find the correlation between Brand Personality and Student Personality

Population and Sampling: The population is 360 students of JKSHIM (Justice K S Hegde Institute of Management) and the 102 will be the sample size. The simple random sampling is used to collect the data from the respondents.

Data Collection Method: The primary is collected through well structured questionnaire.

Measurement: The brand personality is measured by using five dimensional scales (Sincerity, Excitement, Sophistication, Ruggedness and Competence) with 42 items developed by Aaker (1997) (Refer Annexure)

The big five personality is measured using adapted five-dimensional scales (Extraversion, Openness, Neuroticism, Conscientiousness, Agreeableness) with 10 items developed by Rammstedt, B., & John, O. P. (2007) (Refer Annexure)

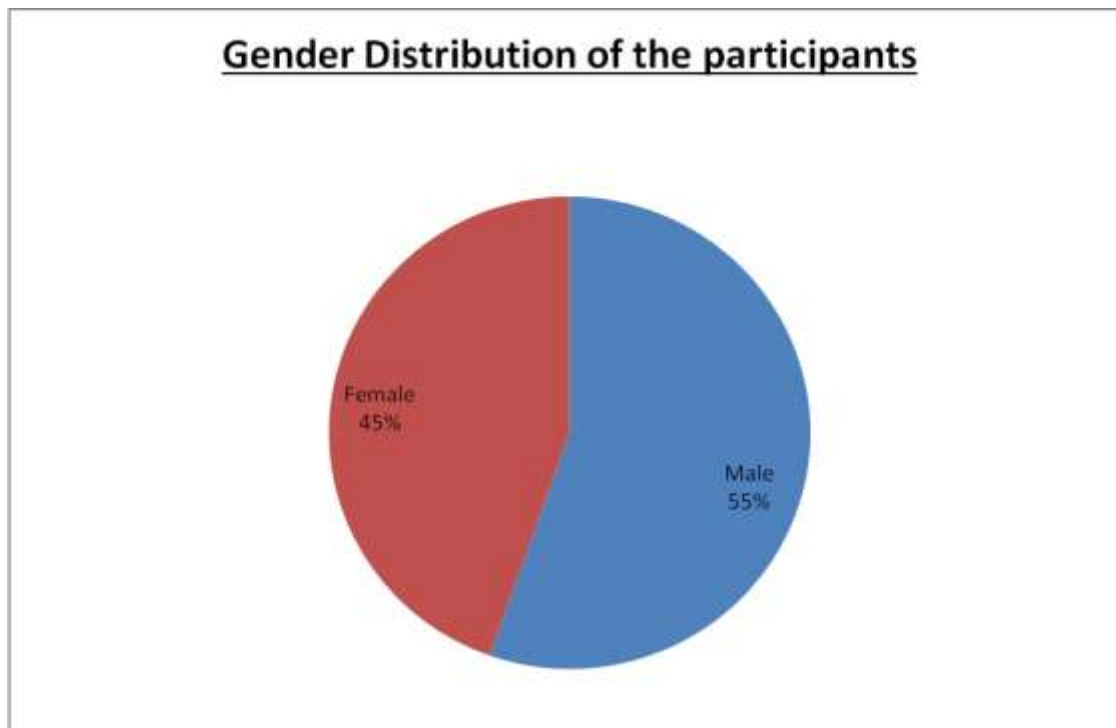
Limitations:

1. The limitation of the study is that the results are only applicable in JKSHIM.
2. The age and gender of respondents were also the limitations of this study.
3. The study is conducted focusing on smart phone only and not other products.

Data Analysis:**Gender Distribution of the participants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	47	42.0	45.6	45.6
	Female	55	50.0	54.4	100.0
	Total	102	92.0	100.0	
Total		112	100.0		

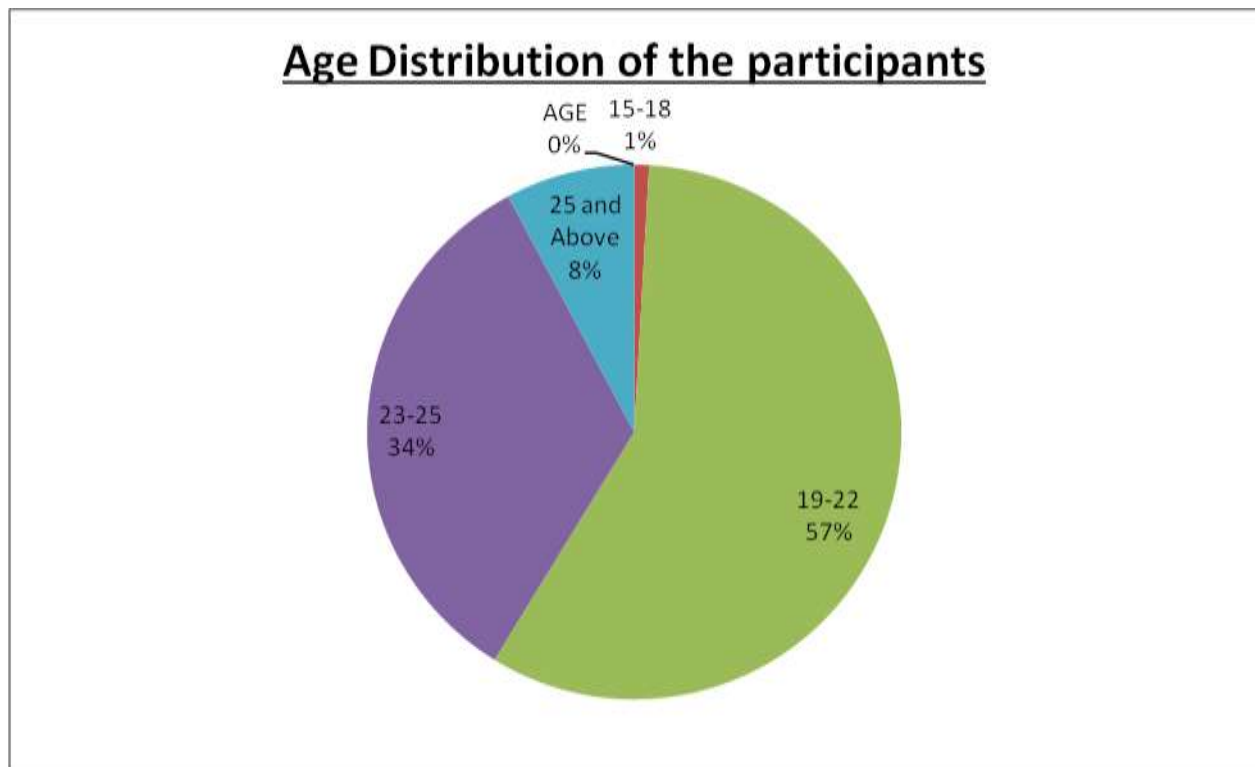
Interpretation: Out of the total respondents, 45% of respondents are Males and 54% of respondents are Females.



Age Distribution of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-18	1	.9	1.0	1.0
	19-22	58	52.7	57.3	58.3
	23-25	35	31.3	34.0	92.2
	25 and above	8	7.1	7.8	100.0
	Total	102	92.0	100.0	
Total		112	100.0		

Interpretation: Out of the total number of respondents the maximum number of respondents (58%) are in the age frequency of (19-22)

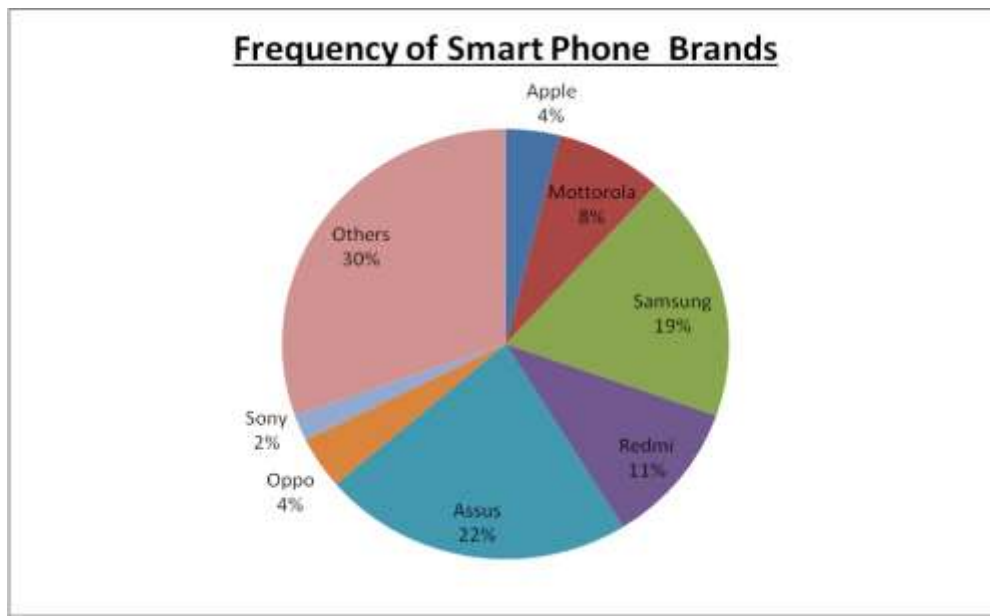


Frequency of Smart Phone Brands

		Frequency	Percent	Cumulative Percent
Valid	Apple	4.00	3.92	3.92
	Motorola	8.00	7.84	11.76
	Samsung	19.00	18.63	30.39
	Redmi	11.00	10.78	41.18
	Assus	23.00	22.55	63.73
	Oppo	4.00	3.92	67.65
	Sony	2.00	1.96	69.61
	Others	31.00	30.39	100.00
	Total	102.00	100.00	

Interpretation:

From the above table, we can interpret that the brand Assus has the highest frequency of 23 percent. But, the others category has the frequency of 30 percent comprises of miscellaneous brands. The brand “Samsung” has the second highest by scoring 18 percent. The brand “Redmi” has the third highest frequency by scoring 10 percent. Further the brand “Motorola” has the frequency of 7 percent followed by the brand “Oppo” (3 percent) and finally the brand “Apple” stands the least by scoring 3 percent.



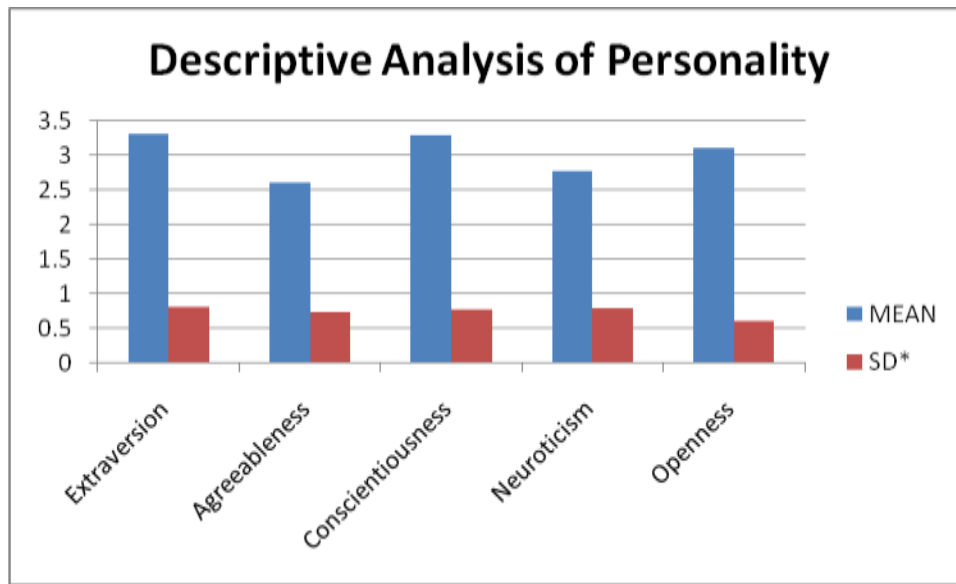
Descriptive Analysis of Personality

	Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness
MEAN	3.32	2.60	3.30	2.78	3.11
SD*	0.80	0.73	0.76	0.78	0.59

*SD = Standard Deviation

Interpretation:

From the table, we can interpret that the extraversion has 3.32 mean among all the personalities and the standard deviation is 0.80. Further, the conscientiousness has 3.30 mean value with 0.76 standard deviation; openness has 3.11 mean with 0.59 standard deviation; Neuroticism has 2.78 mean with 0.78 standard deviation and the agreeableness has 2.60 mean with 0.73 standard deviation.

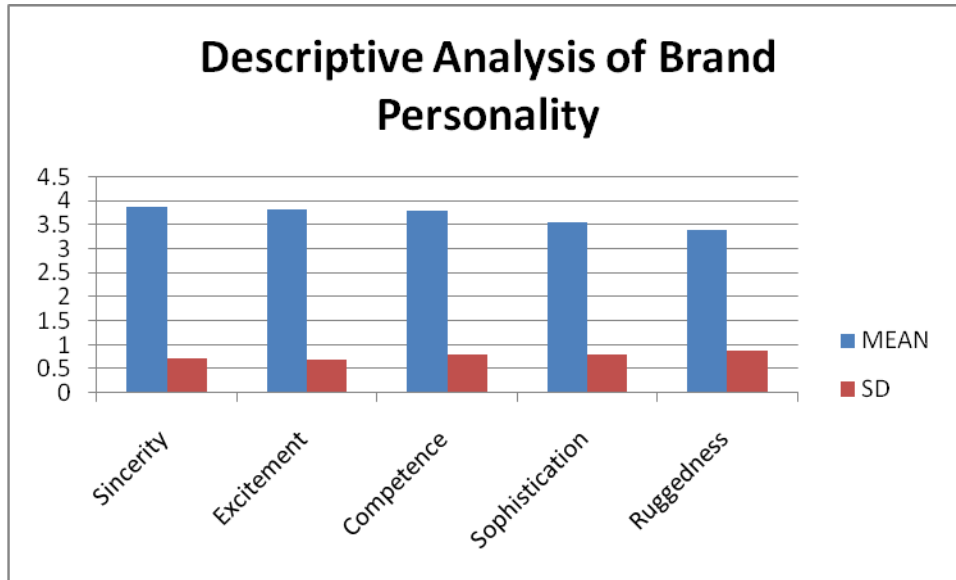
**Descriptive Analysis of Brand Personality**

	Sincerity	Excitement	Competence	Sophistication	Ruggedness
MEAN	3.85	3.81	3.78	3.54	3.39
SD*	0.71	0.69	0.80	0.80	0.89

*SD = Standard Deviation

Interpretation:

From the table, we can interpret that the brand personality sincerity has the highest mean of 3.85 with a standard deviation of 0.71. Further, the excitement has 3.81 mean value with 0.69 standard deviation; competence has 3.78 mean with 0.80 standard deviation; sophistication has 3.54 mean with 0.80 standard deviation and ruggedness has 3.39 mean with 0.89 standard deviation.



Correlation Coefficient (Pearson Correlation)

	Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness
Sincerity	0.11	-0.09	0.14	-0.10	0.21
Excitement	0.06	-0.01	0.16	-0.16	0.14
Competence	0.09	-0.03	0.20	-0.19	0.05
Sophistication	-0.03	0.14	-0.01	-0.15	-0.05
Ruggedness	0.06	0.26	-0.02	-0.19	0.04

Interpretation:

Hypothesis H1

H1: There is a high positive correlation between Agreeableness and Sincerity (Aaker, 1995)

Result: Since $p > 0.05$, we do not reject null hypothesis. We can conclude that there is no significant correlation between Agreeableness and sincerity, $r(101) = -0.09$

Hypothesis H2

H2: There is a positive correlation between Openness and Excitement (Aaker, 1995)

Result: Since $p > 0.05$, we do not reject null hypothesis. We can conclude that there is no significant correlation between Openness and Excitement, $r(101) = 0.14$

Hypothesis H3

H3: There is positive correlation between Conscientiousness and Competence (Aaker, 1995)

Result: Since $p < 0.05$, we reject null hypothesis and conclude that there is significant positive correlation between Conscientiousness and Competence, $r(101) = 0.20$

Hypothesis H4

H4: There is a positive correlation between Agreeableness and Ruggedness

Result: Since $p < 0.05$, we reject null hypothesis and conclude that there is positive correlation between Agreeableness and Ruggedness, $r(101) = 0.26$

Hypothesis H5

H5: There is a positive correlation between Neuroticism and Ruggedness

Result: Since $p > 0.05$, we do not reject null hypothesis and conclude that there is no significant correlation between Neuroticism and Ruggedness, $r(101) = -0.19$

Findings:

- The most dominant personality among all is Extraversion
- The most dominant brand personality among all is Sincerity
- There is positive correlation between Conscientiousness personality of the students and Competence brand personality of smart phone.
- There is a positive correlation between Neuroticism personality of the students and Ruggedness brand personality of smart phone.

Implications

The company can focus on only one brand personality aspect rather than focusing on too many or not focusing at all. The reason is that when a particular brand personality is focused it will become attractive too. For example if a smart phone brand is more likely to be associated with excitement (brand personality) then using people with openness in advertisement can help audience to easily associate with the brand.

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Annexure:

Aaker's Brand Personality Framework (Journal of Marketing Research, 8/97, pp. 347-356)

Jennifer Aaker developed a framework for measuring brand personality with five core dimensions of brand personality, each divided into a set of facets. The five core dimensions and their facets are

- Sincerity (down-to-earth, honest, wholesome, cheerful)
- Excitement (daring, spirited, imaginative, up-to-date)
- Competence (reliable, intelligent, successful)
- Sophistication (upper class, charming)
- Ruggedness (outdoorsy, tough)

Each facet is in turn measured by a set of traits. The trait measures are taken using a five-point scale (1= not at all descriptive, 5=extremely descriptive) rating the extent to which each trait describes the specific brand of interest.

The traits used for each of the facets are

- Down-to-earth (down-to-earth, family-oriented, small-town)
- Honest (honest, sincere, real)
- Wholesome (wholesome, original)
- Cheerful (cheerful, sentimental, friendly)
- Daring (daring, trendy, exciting)
- Spirited (spirited, cool, young)
- Imaginative (imaginative, unique)
- Up-to-date (up-to-date, independent, contemporary)
- Reliable (reliable, hard working, secure)
- Intelligent (intelligent, technical, corporate)
- Successful (successful, leader, confident)
- Upper class (upper class, glamorous, good looking)
- Charming (charming, feminine, smooth)
- Outdoorsy (outdoorsy, masculine, Western)
- Tough (tough, rugged)

The Big Five Personality**Questionnaire:**

Instruction: How well do the following statements describe your personality?

I see myself as someone who ...	Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
... is reserved	(1)	(2)	(3)	(4)	(5)
... is generally trusting	(1)	(2)	(3)	(4)	(5)
... tends to be lazy	(1)	(2)	(3)	(4)	(5)
... is relaxed, handles stress well	(1)	(2)	(3)	(4)	(5)
... has few artistic interests	(1)	(2)	(3)	(4)	(5)
... is outgoing, sociable	(1)	(2)	(3)	(4)	(5)
... tends to find fault with others	(1)	(2)	(3)	(4)	(5)
... does a thorough job	(1)	(2)	(3)	(4)	(5)
... gets nervous easily	(1)	(2)	(3)	(4)	(5)
... has an active imagination	(1)	(2)	(3)	(4)	(5)

Scoring the BFI-10 scales:

Extraversion: 1R, 6; Agreeableness: 2, 7R; Conscientiousness: 3R, 8; Neuroticism: 4R, 9; Openness: 5R; 10 (R D item is reversed-scored).