

New Measures of Brand Personality –A Comparative Study of Selected Brands of Jeans

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Abstract

In order to identify and measure the Brand Personality of selected brands of Jeans in Bhopal City, 40 subjects were taken for each of the selected brand based on their socio-economic status. The data had been collected using structured questionnaires. It examines the growing awareness and brand consciousness among people across different socio economic class in Bhopal. This research study proves helpful to know about different views, opinion of customers regarding the personality of their favorite brands.

Key Words: Brand Personality, Brand Loyalty, Brand Stability

INTRODUCTION

The brand image depends on the satisfaction level of the customers. The customers easily identify the characteristics of the product they need and they choose the products accordingly. The image that they develop after use will remain in their mind even after the product life ends. So, the brand personality is nothing but a strong image about a product that each customer has in his/her mind. Brand personality is the sum total of the experiences of the customers with the corporate which endures even after the product disappears from the market. Higher brand personality greater would be their financial performance. Brand personality is a selective demand for a company's brand rather than a product: the degree to which consumers prefer one brand over another.

Of course the personality perceptions vary by the product as well as by the brand. So, the researcher selected two very close competitors in order to compare the differences in personality. A small market survey proved that in Bhopal City (target area) Spykar and Wrangler are the two cut throat competitors in Jeans segment.

Review of Literature

Everyone who ever took a “personality test” at work has experienced an expression of the Big Five. The Big Five attributes are:

- Openness to experience – (inventive/curious vs. consistent/cautious). Appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience. Openness reflects the degree of intellectual curiosity, creativity and a preference for novelty and variety. Some disagreement remains about how to interpret the openness factor, which is sometimes called “intellect” rather than openness to experience.
- Conscientiousness – (efficient/organized vs. easy-going/careless). A tendency to show self-discipline, act dutifully, and aim for achievement; planned rather than spontaneous behavior; organized, and dependable.
- Extraversion – (outgoing/energetic vs. solitary/reserved). Energy, positive emotions, assertiveness, sociability and the tendency to seek stimulation in the company of others, and talkativeness.
- Agreeableness – (friendly/compassionate vs. cold/unkind). A tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others.
- Neuroticism – (sensitive/nervous vs. secure/confident). The tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, or vulnerability.
- Neuroticism also refers to the degree of emotional stability and impulse control, and is sometimes referred by its low pole – “emotional stability”.

(Mike Edelhart, The Five Dimensions of Brand Personality)

Human traits or characteristics associated with a specific brand name. Common characteristics or traits represented include uniqueness, sincerity, intellectualism, competence, excitement and sophistication. The brand personalities give consumers something with which they can relate, effectively increasing brand awareness and popularity(business dictionary)

	Brand Equity					
Krishnan(1996)	Practical	Strategic	Theoretical Perspectives	the brand description approach	brand strength	brand value
AAker 1991,1996		√				
Kapferer, 1998						
Keller, 1993,1998			√			
Owen, 1993	√					
Feldwick,1996				√	√	√
Leuthesser, 1988				√		

Winters, 1991				√		
Keller, 1993, 1998					√	
Srivastava and Shocker, 1991					√	
Yoo, Donthu, and Lee, 2000)					√	
Farquhar, Han, and Ijiri, 1991						√
Kapferer, 1998						√
Seetharaman, Nadzir, and Gunalan, 2001						√
Simon and Sullivan, 1993						√

Distinct brand personality plays a key role in the success of a brand. It leads customers to perceive the brand personality and develop a strong connection to the brand (Doyle, 1990). A brand personality should be shaped to be long-lasting and consistent. Besides, it should also be different from other brands and meet consumer’s demands (Kumar et al., 2006). Hence, the consumers of those toys and video games are like the brand spokespersons and become the basis for suppliers to build brand personality. With the specific brand personality, consumers of varying personality traits will be attracted and their brand preference will then be further developed. In addition, a company can maintain a good relationship with customers through its brand personality (Aaker and Biel, 1993).

Since brands have their own particular personalities, consumers may treat brands as real human beings. In this case, consumers will expect the people’s words, attitudes, behavior or thoughts and so on to meet their respective personality traits (Aaker, 1996). Consumers may likely use the brand and products in line with their own personality traits, in other words, all the marketing activities are aimed at having consumers believe and recognize a brand personality, and reinforcing the communication between the brand and the consumer (Govers and Schoormans, 2005), in order to enhance the brand’s loyalty and equity. Brand personality has become a widely discussed issue in recent years. It has been emphasized in many brands and products, including durables goods, consumables goods, entertainment and luxury goods, and so on (Kumar et al., 2006; Govers and Schoormans, 2005; Mengxia, 2007). Consumers may have their own preference for the brand and product in compliance with their brand personality and personality traits or their own concepts (Govers and Schoormans, 2005). However, in fact, brand preference only involves in the affection in brand loyalty, it may not

develop any purchase behavior (Dyson et al., 1996). Only a few researchers have simultaneously combined effective loyalty and behavioral loyalty into their investigation on the relationship of personality traits and brand personality with brand loyalty.

Brand personality can be defined as “a set of human characteristics associated with a brand.” (Aaker, 1997). Brand personality mainly comes from three sources: the first one is the association consumers have with a brand, secondly, the image a company tries hard to create, for example, using an advertising spokesperson to create a corporate image, and the third is about the product attributes, for example, product categories and distribution channels. Personality is a useful variable in the consumer’s choice of brands. The brands selected by consumers are usually in compliance with their own personalities. Hence, brand personality offers the functions of self-symbolization and self-expression (Keller, 1993). It is indicated that brand personality contains demographic features, such as gender, age and social class, and they may be directly influenced by the image of the brand users, personnel and product spokespersons, and indirectly affected by product attributes as well (Levy, 1959). For instance, Marlboro is a cigarette brand more likely to be smoked by males because “macho cowboys” are the brand image built up by Marlboro, Mercedes cars tend to be driven by those in higher social classes because Mercedes shows an image of high quality and high efficiency. It’s well noted that consumers usually select brands having self-concept congruence (Kotler and Keller, 2005). However, sometimes, consumers will select a brand according to their ideal self-concept or the social self-concept. Thus, brand personality may have the function of demonstrating and expressing your own personality at the same time. (Karande et al., 1997) believed that product designers and marketing personnel may benefit from the features of brand personality, because they may develop their marketing plans according to the features. In addition, with brand personality, a product can be differentiated from other brands.

The main objective was to find out the factor influencing brand personality of the brands. People generally feel comfortable with **Spykar** and **Wrangler** as well as for their attributes like innovativeness, trendy, stability, responsibility, activeness, boldness, simplicity etc. The customers are satisfied with the new style & fashion that the brands brought in. The future of Wrangler and Spykar looks promising with the growing of market as they have a variety of eye catchy products with quality.

OBJECTIVES:-

- To study or to measure the **Brand Personality** of selected leading brands of Jeans in Bhopal City: WRANGLER and SPYKAR.
- To decide the factors influencing Brand Personality of the selected brands.

HYPOTHESIS:-

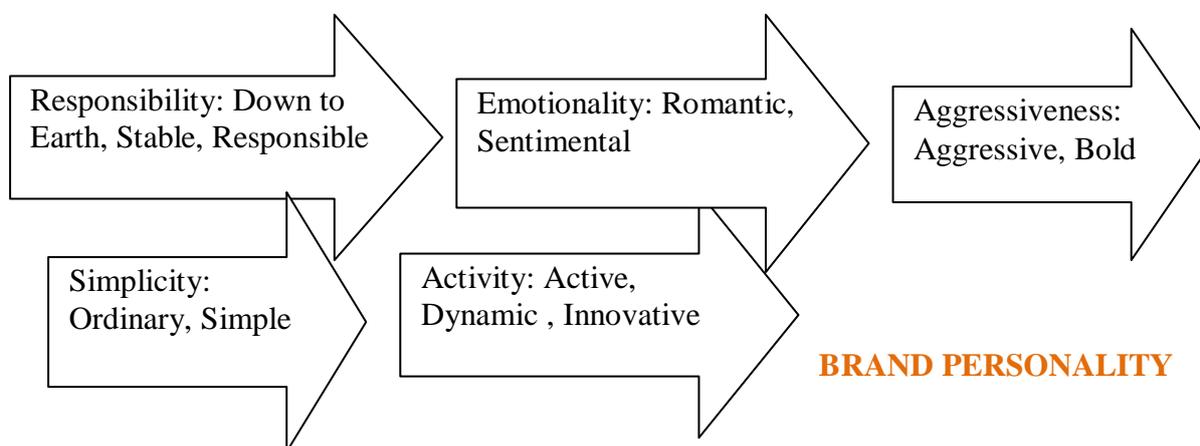
- The **Brand Personality** of Wrangler and Spykar are same.

H₀: There is no significant difference between the **Personalities** of the selected brands.

RESEARCH DESIGN

The researcher identified various attitudes of customers in selecting various brands like: expensive, status, new trends, new fashion, and emotional attachment, beliefs, innovativeness, stability, and boldness of the brands etc through extensive literature survey. In addition to this, people like to select various brands known for their attributes like sentimental, romantic etc. Brands provide best services to the customers and create good memories and experience in the mind of people.

New Measures of Brand Personality Frame Work



(Gruens, Weijters, and De Wulf 2009)

The study also includes different buying pattern of different age groups people. The researcher comes to know about the various view, opinion, attitude, perception of the customers regarding the brand personality of the selected brands.

METHODOLOGY:-

SAMPLING METHOD:-

Primary data – A set of questionnaires containing different questions to measure the personality of these two selected brands, were distributed and the data thus collected have been analyzed further to reach to a proper conclusion of the study. The age groups included for the study were 15-25, 25-35, 35-50, and above 50. The New Measures of Brand Personality is a five factor, 12 measure Responsibility(3 items), Activity(3 items), Aggressiveness(2 items), Simplicity(2 items) and Emotionality(2 items). All items are scored on 7 point scale ranging from not characteristic of the brand to very characteristic of the brand. Item scores are summed and averaged to find the factor scores.

Secondary data – The information like history, services and other features of the brand had been taken from the websites of the organizations. Different books have been referred to know more about brand personality.

TOOLS USED:-

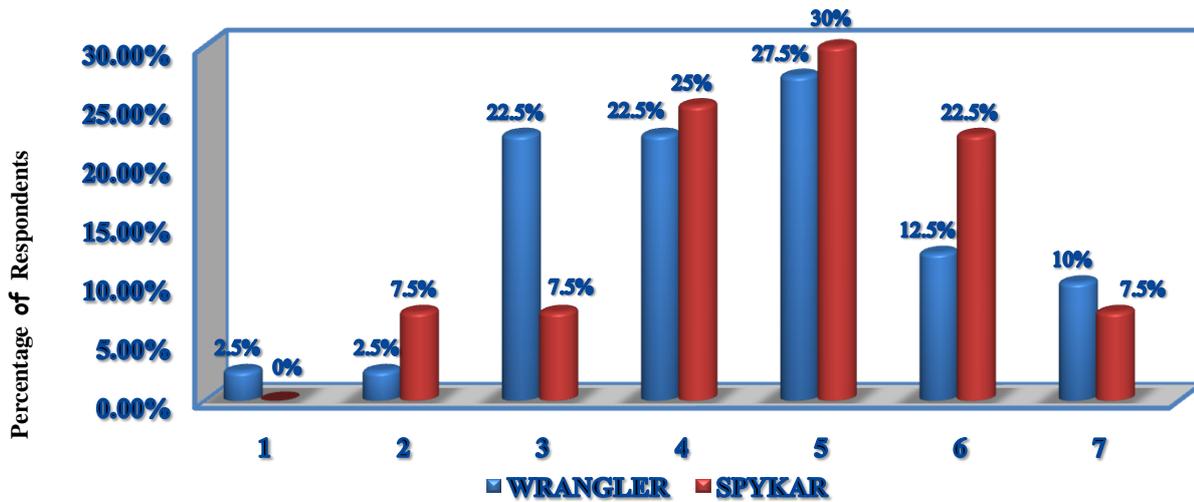
Questionnaire method was used to collect data from the respondents. Graphs and tables were used for better communication of the collected data. Different statistical techniques like averages, standard deviation, and variances are used to test the hypothesis.

GEOGRAPHICAL AREA COVERED:-

Centre city Bhopal

Data Analysis & Interpretation

Brand Stability

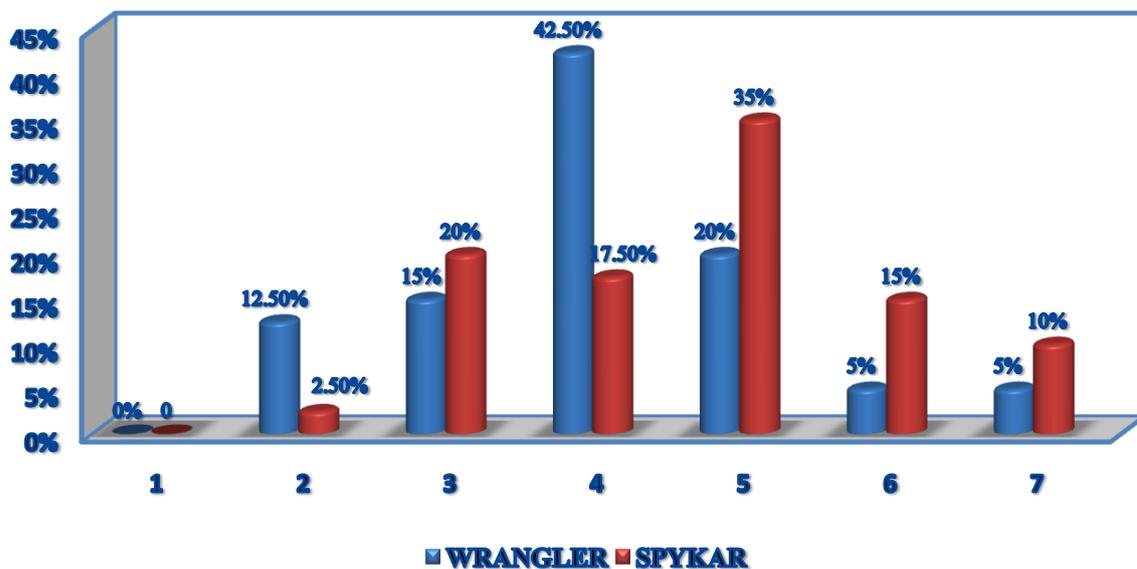


Interpretation:-

With regards to the stability of the brands, majority of the respondents rated Spykar as compared to Wrangler.

Scores

This brand is aggressive;



Interpretation:-

The graph of aggressiveness of the brands, out of 40 respondents of Wrangler 29 people opined that wrangler is very aggressive brand. For Spykar 31 out of 40 respondents opined the same. From this it is clear that both the brands equally aggressive.

Data Analysis & Interpretation

WRANGLER					SPYKAR			
	Sum	Mean	Standard Deviation	Variance	Sum	Mean	Standard Deviation	Variance
Q1	162	4.05	1.467	2.151	186	4.65	1.292	1.669
Q2	179	4.48	1.432	2.051	190	4.75	1.316	1.731
Q3	175	4.38	1.192	1.420	204	5.10	1.105	1.221
Q4	190	4.75	1.214	1.474	202	5.05	1.260	1.587
Q5	188	4.70	1.381	1.908	216	5.40	.900	.810
Q6	201	5.03	1.459	2.128	210	5.25	1.597	2.551
Q7	162	4.05	1.239	1.536	188	4.70	1.305	1.703
Q8	164	4.10	1.277	1.631	201	5.03	1.459	1.128
Q9	162	4.05	1.339	1.792	194	4.85	1.292	1.669
Q10	161	4.03	1.291	1.666	191	4.78	1.349	1.820
Q11	169	4.23	1.441	2.0076	200	5.00	1.320	1.744
Q12	172	4.30	1.652	2.728	218	5.45	1.600	2.562

Descriptive Statistics

	N	Mean (12 items)	Standard Deviation
WRANGLER	40	52.13	10.113
SPYKAR	40	60.00	9.498
Total	80		

Interpretation-

According to above table, mean score obtained for brand Wrangler is 52.13 with a standard deviation of 10.113 and for brand Spykar the mean score is 60 with a standard deviation of 9.498.

Hypothesis Testing

Wrangler

$$\bar{x}=4.346, s = 1.365$$

$$\bar{x} - 2s < x < \bar{x} + 2s$$

$$4.346-2*1.365 < X < 4.346+2*1.365$$

$$1.616 < X < 7.076$$

Spykar

$$\bar{X} = 5.000833$$

$$S = 1.31625$$

$$\bar{x} - 2s < x < \bar{x} + 2s$$

$$5 - 2*1.316 < X < 5 + 2*1.316$$

$$2.368 < X < 7.63$$

Group Statistics

brand		N	Mean	Std. Deviation	Std. Error Mean
Factors	wrangler	5	417.00	121.386	54.285
	spykar	5	480.00	115.167	51.504

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Factors	Equal variances assumed	.065	.805	-.842	8	.424	-63.000	74.830	-235.559	109.559
	Equal variances not assumed			-.842	7.978	.424	-63.000	74.830	-235.642	109.642

The independent t-test analysis indicates that the respondents of Wrangler had a mean of 417 for the factors (12 items) selected for the study, the respondents of Spykar had a mean of 480, and the mean do not differ significantly at the $p < .05$ level (here $p = 0.424$). Levene's test for equality of variances indicates the variances of both the brands do not differ significantly from each other ($p = 0.805$).

MAJOR FINDINGS

- It has been found that these brands are equally preferred by people from all income levels. The brand “Wrangler is very innovative” has scored 5.03 which depicts that the customers are highly satisfied with the new style and fashion that the brand wrangler brings in. But “Spykar is very romantic” scored 5.45 which mean that the customers are highly satisfied with this characteristic of Spykar.
- “Wrangler is very active” has scored 4.75 because of new ideas for advertisement, social network, new trends etc. “Spykar is very dynamic” has scored second highest (i.e 5.40).

- The statement that the brand “Wrangler is dynamic” scored 4.70 which shows it is really dynamic in nature. The customers are satisfied with the new style and fashion that the brand Spykar brings in market in this fashion era.
- The brand “Wrangler is stable” for its prices, quality of the material, services etc. The brand “Spykar is responsible’ for any type of claim regarding to the quality, quantity, features etc. for the same position as Wrangler.
- Most of the customers feel that “Spykar is very active” because of new ideas for advertisement, social network, new trends etc. Majority of the female respondents rated the statement “Wrangler is romantic”, very high. But the brand “Spykar is bold” scored average only.
- Both brands are “sentimental” and stood 7th position in all attributes selected for the study. It is found that both brands are equally innovative

CONCLUSION

In the current study, the quantitative data supported the various major dimensions of personality. Here, the qualitative data provided fuller and richer perspective. Respondents’ (consumers) expressed their personal impressions of their usage, experiences, and feelings towards the brands being studied. In turn, the respondents’ own words provided the basis for drawing brand characteristics.

This study found that Spykar was perceived as a reliable and trendy brand. Its impressions appeared to be quite salient to the consumers’ choice process; these items were revealed only through our quantitative assessment. Though, the quantitative analysis revealed no significant difference in perceived personality between Wrangler and Spykar; Spykar rated higher than Wrangler (2400 > 2085) on items such as stable, responsible, dynamic, innovative, down-to-earth, bold, sentimental and romantic. The Spykar brand impressions seem to indicate that consumers sense “one gets what they pay for” (presumably a consistently reliable product). To conclude, brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands. In conclusion, respondents perceived Spykar as brand having versatile personality.

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