



# A STUDY OF IMPACT OF BRAND PERSONALITY ON CONSUMER DECISION MAKING

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## Abstract

Companies need to incorporate brand personality into their brand management strategies because they have come to understand how crucial it is in shaping consumer behaviour. Previous research suggests that a brand's personality might enhance consumer liking and usage. After reviewing and analysing the relevant research in light of brand personality's potential benefit for marketers, this paper describes how brand personality influences consumer decision-making.

To put it plainly, branding is the process of setting things apart from one another so that the customer can quickly select her favourite. In the modern world, a brand is a valuable asset, and branding is the process of creating the asset. Brand personality is a key component that underpins branding. This component serves as a conduit for information between a business and its customers. Popular companies with endearing personas, like the elegant Cartier and the successful Rolex, provide customers the chance to take the brand's identity and associate it with their own self-concept. Studies have indicated that customers frequently choose and select brands with enticing personas in an effort to strengthen and validate their sense of self. The importance of brand personality and how it affects consumers' decision-making are highlighted in this research paper.

**Keywords:** Consumer's decision making, Brand personality, Brand management

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## Introduction

In the modern world, a brand is a valuable asset, and branding is the process of creating the asset. Any business that wants to sell its product and enjoy success must make it appear unique and appealing, and it must be the top option that customers choose. However, from the perspective of the customer, a brand is a product; it is a combination of a promise, expectations, and beliefs that are influenced by both concrete and intangible elements. The physical product, the design, and the logo are a few examples of tangible elements. The experiences a customer takes in and the beliefs they form are the intangible factors. Although firms want to stimulate consumers' imaginations, intangible variables depend on the consumers' own rationale.

Therefore, people who buy goods or services from a market for their own consumption are considered consumers. In reality, people use every product and service available on the market to fulfil their needs and fulfil their dreams. The attitudes and behaviours of consumers towards goods and services vary. As a result, researching their conduct is a vital duty for marketers and producers. Three distinct roles that a buyer plays during a product purchase are examined in the field of consumer behaviour research. A consumer can be classified as either a buyer, payer, or user. "The study of consumers and their decisions about products, services, brands, and usage encompasses the study of individuals, organisations, and groups as well as all related activities." When a customer is happy with a



brand, their dedication and devotion to it grow. Any business can utilise branding to draw clients and obtain a competitive edge. In the eyes of the consumer, a brand is a collection of associations; these connections ought to be strong, desirable, and distinctive. It is important to consider the perception that a consumer has of a brand.

#### **Concept of consumer purchase behavior:**

Consumer purchasing behaviour describes the decisions and actions that customers make when deciding whether or not to purchase and use specific products. In contemporary marketing, individuals, groups of individuals, or companies examine consumer purchasing behaviour in great detail to learn how consumers choose, utilise, and reject goods and services to satisfy their needs and expectations. Consumer purchase behaviour is important to marketers because it makes clear what customers expect. Stated differently, the study of consumer behaviour during the purchase of products or services to satisfy needs and desires is known as consumer buy behaviour. The term "consumer buy behaviour" describes the methodical procedures that involve problem identification, information gathering, evaluation of alternatives, purchase decision-making, and customer behaviour after the purchase. There are six phases of consumer purchasing behaviour: problem identification, information search, alternative appraisal, purchase choice, and post-purchase evaluation.

#### **Relationship between brand image and consumer purchase behavior:**

Customers urge their loved ones to purchase goods or services from brands that engage in various brand-building activities, and they support these brands when they are satisfied with the product or service. In the industry, word-of-mouth, marketing communications, and customer experiences are a few common components of building a brand image. These elements significantly influence how customers conduct when making purchases. Along with digital marketing, social media marketing has had a big impact on customer purchasing

behaviours since it helps create a brand's image, which consists of opinions on things like looks, shortcomings, skills, and qualities. Social media is helping clients become more aware of the products. As a result, there is a relationship between consumer purchasing behaviour and brand image, with strong brands having a positive influence and weak brands having a negative one.

#### **Impact of brand image on consumer purchase behaviors:**

Brand image is seen by marketing experts as a potent instrument since it affects consumer purchasing decisions. Customers' opinions and feelings about a specific brand's products and services have an impact on their actions when it comes to making purchases. Impact on consumer behaviour with regard to the acquisition of goods. In addition to the application of marketing mix strategies, a number of brand-building initiatives and promotional activities influence the decisions made by consumers. When they use products with a well-known brand name, such a Rolex watch or a Rolls-Royce car, 49% of consumers feel unique. It implies that customers tend to recall brands that have a good reputation in the industry. Consumer behaviour when making purchases is also influenced by a number of factors related to improving a brand's reputation within the industry, including public relations, brand awareness campaigns, programmes that ensure perceived quality and price, increase brand value and satisfaction, reward brand loyalty, and celebrity endorsements.

#### **Brand Personality**

The language and actions of a brand define its personality. In order to achieve differentiation, it entails imputing human personality qualities or attributes to a brand. These traits denote how the brand behaves when it comes to advertising, packaging, and other mediums as well as when its personnel personally represent the brand. Brand personality is the expression of a brand's image or identity in terms of human characteristics. For example, the Allen



Solley brand appeals to the wearer's personality and helps them stand out from the crowd. Infosys is a symbol of intellectualism, worth, and originality.

Both self-expression and uniqueness are valued attributes of the brand. While some degree of originality may be appealing, self-expressive value—which is contingent upon "brand–self congruence"—is invariably more significant. Customers favour companies that have personalities that are more in line with their intended or true selves, or even more in line with their interdependent, outsider selves. However, there is always a preference and relationship between the personality of the brand and the customer, and this alignment needs to be recognised and maintained. People may use a certain brand because it helps them create the ideal version of themselves, or they may consume it because it perfectly captures who they are. It should be remembered, though, that customers have an impact on brands as well, making the relationship between them cyclical and one in which they both feed off of one another. Customers are also more devoted and loyal to brands that are consistent with one another.

These theoretical frameworks facilitate an understanding of brand personality, which could represent the intended personality of the company or the perception of the brand among consumers. While these two might not always be the same, they must be in harmony in order to successfully manage brand personality. Aaker conducts a thorough and in-depth investigation on the kinds of personalities individuals attribute to brands in order to classify brand personality characteristics (1997). Sincerity, enthusiasm, competence, sophistication, and ruggedness are the five main brand personality dimensions that she identifies. She concludes that the "Big Five" personality qualities can be applied to brand management. Certain personality attributes are reflected in these five categories. For example, competence conjures up the terms "reliable," "intelligent," and "successful." There are differences for different

cultures, but these categories seem to hold true for Western civilizations.

### **Brand Personality and Consumer Behavior decision**

Kimet al. (2001) looked into how brand personality and its self-expressive value affected word-of-mouth reporting, brand loyalty, and brand attitude. Three factors—brand attractiveness, brand favorability, and brand distinctiveness—were operationalized as brand attitudes. The empirical findings showed that brand personality, brand attitude, and self-expressive value all have favourable correlations. Additionally, word-of-mouth reports benefit directly from brand personality and self-expressive value, and brand loyalty benefits indirectly from both.

Venable et al. (2005) made an effort to investigate how a person's propensity to donate to a nonprofit organisation was affected by their four newly defined brand personality elements for nonprofit organisations: integrity, sophistication, ruggedness, and nurturance. The probability to contribute and each of the nonprofit brand personality dimensions were correlated twelve times for each organisation (PBS, Greenpeace, and March of Dimes, respectively). With the exception of the connections between Greenpeace's likelihood of contributing to the organisation and its ruggedness and sophistication, all of the coefficients were significant at  $p < .01$ . Consequently, respondents' opinions on the brand personality of the organisations were correlated with their likely to give.

### **Literature Review**

The association between the brand personality, brand trust, and brand commitment characteristics was demonstrated by Khurseed et al. (2019); Sharma et al. (2017).

. He came to the conclusion that brand loyalty and brand trust are closely tied to the characteristics of a brand's personality.

In order to investigate the effects of nine brand personality qualities on three constructs—



brand trust, brand commitment, and brand attachment carried out research.—Field (2020) Dev (2019) carried out an investigation to examine the brand personalities of four Indian firms. The Aakar brand personality scale was employed in this study to examine brands such as Samsung, Motorola, Raymonds, 7up, and Samsung. It was noted that the results indicated that Samsung represented creativity and innovation, Motorola represented feistiness, and Raymond represented enthusiasm. In their study, Serkan Aydin et al. (2020) calculate the degree to which client loyalty is impacted by client happiness and trust. If the client is not satisfied, it may be necessary to live the client switch pricing. The results indicate that switch pricing includes a moderator effect on each client's satisfaction and trust and is indirectly proportionate to loyalty. The fundamental goals of the mobile industry are to protect the subscriber base and cultivate long-term customer loyalty. In order to reach this goal, it is necessary to monitor customer happiness and trust as well as to recognise and understand "switching costs."

Price fairness and customer service were considered as predictive variables towards customer happiness as the criteria variable in Hanif et al.'s (2021), Singh et. al. (2022) Arora & Sharma (2018).

study on customer satisfaction. According to their findings, both variables considerably added to the explanation of customer happiness; however, price fairness had a greater effect on satisfaction than customer services.

#### **Need for the study**

This study will demonstrate how consumers make purchasing decisions and how the general public is drawn to acquire branded goods. It will also highlight key elements that are crucial to understanding consumer purchasing behaviour. This study aids in the classification of the elements among these that significantly influence consumers' purchasing decisions. Determining the precise qualities that customer's desire is crucial in this amazing

world where market penetration in the face of competitors is difficult and demanding. It will assist marketers in concentrating on the important aspects of the branded goods that have a favourable correlation with consumers' decisions to purchase.

#### **Objectives of the Study**

1. To determine how consumer buying behaviour is impacted by brand image.
2. To determine the connection between consumers buying decisions and brands.
3. To investigate the influence of brand image on consumers' purchasing decisions.
4. To examine how a brand's name affects several aspects of a customer's purchasing decision.
5. To research the effects of demographic and personal characteristics on different aspects of consumer purchasing decisions.

#### **Hypothesis of the Study**

1. Brand personality have positive impact upon consumer behaviour.

#### **Research methodology**

The research method is a collection of reliable and organised guidelines, instruments, and techniques for gathering information, figuring out the unknown, and solving issues. The goal of the current study is applied, and the data collection method used in the study is descriptive causal. The application's goal is to provide a description of the circumstances or phenomenon being investigated, as well as the connection between the variables of the study. This study examines how brand personality affects many aspects of consumer behaviour, with brand love acting as a mediating factor. There are two categories of data collection techniques: library techniques and field techniques. A field technique has been employed in this study to gather data relevant to addressing research issues. Scholarly approaches have also been employed to produce and compile the literature on subject matter and theoretical foundations, including reading books, articles, journals, research projects, and Internet databases.

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**Data Analysis & Interpretation.**

**Table 1: Demographic Information of Gender**

Gender	Frequency	percentage
Male	53	53.0%
Female	47	47.0%
<b>Total</b>	<b>84</b>	<b>100%</b>

Here, the data has been collected from 100 respondents of the Bangalore City of India. Out of which 53 are male and 47 are females.

**Respondents of Age**

**Table: Respondents Age**

CHOICES	%	COUNT
20-30	27.0	27
31-40	33.0	33
41-50	25.0	25
50 Above	15.0	15
TOTAL		100

Source:PrimaryData

**Interpretation:**

Table shows that the majority of customers who are the prominent users comes under age group of 31-40 with respect to consumer decision making on Brand Personality.

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**Respondents Occupation.**

**Table: Occupation of Respondents**

CHOICES	%	COUNT
Student	64	64
Salariedperson	24	24
Businessman/woman	6	6
Housewife	6	6
Total		100

Source:PrimaryData

**Testing of Hypothesis**

1. H: 1 Brand personality have positive impact upon consumer behaviour.

**Regression Table. R Square among the samples**

Variable	R Square	Result
Word-of-mouth positive	0.635	Strong
Self-disclosure	0.647	Strong
The desire to pay more	0.632	Strong
customer loyalty	0.579	Average

**Model Summary of Hypothesis**

Variable	Route coefficient	Statistics t	Significance level
Brand Personality	0.532	5.394	0.000
Consumer Decision Making	0.541	4.753	0.000
Word-of-mouth positive	0.571	6.742	0.000
customer loyalty	0.579	6.394	0.000



Self-disclosure	0.327	5.89	0.000
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**Interpretation**

The results of using a linear regression model to explain the connection between consumer decision-making and brand personality are displayed in the output. There is a statistically significant link between the Brand personality characteristics at the 95.0% confidence level because the P-value in the ANOVA table is less than 0.05. The model as fitted explains the variability in the impact of brand personality and consumer decision making, according to the R-Squared statistic in the Table of Model Summary. Comparing self-disclosure to other variables, it is a very strong variable.

**Discussion**

Additionally, resistance to unfavourable information and other aspects of customer behaviour were found to be positively correlated with brand personality in this study. Strong ties with consumers may be indicated by resistance to bad information, according to theoretical research. The present study's results complement the dispersed findings, which are based on these concepts found in the literature. It follows that the interaction between human characteristics and insurance brands contributes significantly to consumers' resistance to unfavourable information and keeps them from changing their minds about the insurance in question. As no previous research has looked at the relationship between brand personality and self-disclosure in the nation, the impact of brand personality on self-disclosure is another significant conclusion of the study. This implies that respondents will be more receptive to sharing personal information upon request if they are aware of the human qualities of their insurance brands.

**Conclusion**

Gaining a deeper understanding of consumers' attitudes and opinions towards brands and brand personalities was the aim of this review. According to the study's findings, giving businesses personalities can increase consumer desire for them. The desire to cultivate a more

favourable self-image frequently drives consumers to purchase goods and brands. Customers who want to improve their feeling of self should pay special attention to brands. Consumers can take the personality of well-known brands and associate it with their own self-image, as exemplified by the sophisticated and successful Rolex and Cartier. Sayings that are widely used, such "you are what you wear," convey the idea that customers may use brands to feel better about themselves. In an effort to strengthen and validate their sense of self, shoppers frequently favour and select brands with endearing personalities, as previously mentioned by researchers.

The process that consumers use to decide what to buy is influenced by brand. In addition to providing product information, brands raise consumer awareness and foster associations that influence the purchasing decision. Brand awareness is a crucial area of study in consumer behaviour research. A favourable brand connection and a purchase action of favourably perceived brands can be initiated by appropriate forms of marketing activities taken as a whole. Consumers associate a particular value with a brand. This poll looked at how a brand affects consumer behaviour. A brand is the primary factor that over 50% of consumers use to select goods or services. A significant aspect in the decision-making process when choosing a brand to buy, according to poll participants, is quality. The top reasons given for buying a particular brand were its excellent quality, items that reflect national pride, support for the Slovak economy, and assistance for homegrown producers. A strong brand has a large market share, according to prior research, and brand management aids businesses in maintaining their reputation. If the method for managing a brand is effective, it can lead to success. Loyal and contented consumers are evident as a result of pertinent marketing initiatives. Numerous elements that interact in intricate ways impact consumer behavior



(Sharma et al., 2017). Companies can identify the necessary activities to satisfy the needs of their customers by better understanding their perceptions.

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