A Study on Brand Personality Orientation to Brand Loyalty
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Abstract

Researches in brand personality area has been indirectly rather superficially suggested about the outcome of specific brand personality dimensions with respect to brand loyalty. There seems to be lack of studies to clearly establish the relationship between the brand personality dimensions and brand loyalty and its relative importance. The examination of brand personality will advance the research in marketing especially the growing area of brand-consumer relationship. In this empirical study, an attempt is made to understand the relationship between brand personality dimensions and brand loyalty. The conceptual model proposed in this study examines the determinants of brand loyalty with respect to brand personality dimensions such as sincerity, excitement, competence and ruggedness and an important brand-consumer relationship variable namely, relationship length for a popular clothing brand in India.

Key Words: Brand Personality, Brand Loyalty, Brand-Consumer Relationship

Introduction

Individuals attribute and associate their traits with the traits of the products that they choose and use and this phenomenon is called as Brand Personality (Aaker 1997). Brand Personality is very important in today’s Competitive market place where in all the marketers are able to offer every possible quality levels and virtually tangible differentiation becomes difficult to achieve. Having a proper Brand Personality helps the company to properly differentiate itself with respect to image which is a strong factor for customer retention. Brand Personality research got momentum after Aaker (1997) has developed a scale to measure it. He identified five brand personality dimensions and 15 facets: Sincerity (down to earth, honest, wholesome and Cheerful); Excitement (daring, spirited, imaginative and up to date); Competence (reliable, intelligent and successful); Sophistication (upper class and charming) and Ruggedness (outdoorsy and tough).

Research in brand personality area has been indirectly rather superficially suggested about the outcome of specific brand personality dimensions with respect to brand loyalty. There seems to be lack of studies to clearly establish the relationship between the brand personality dimensions, brand loyalty and its relative importance.

In this empirical study, an attempt is made to understand the relationship between brand personality dimensions and brand loyalty. A popular clothing brand in India is used to test the impact of its brand personality dimensions on brand loyalty.

This study is expected to be of important significance to both academicians and practitioners. From a practitioner perspective, this study emphasizes the marketers to understand brand

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personality dimensions in a relational perspective and develop the long-term relationship with the consumers through image differentiation.

**Model Development and Hypotheses**

This section discusses the proposed conceptual model of brand loyalty with respect to brand personality dimensions such as sincerity, excitement, competence and ruggedness and a consumer–based relationship variable namely relationship length. It also highlights the rationale for the proposed model and indicates the resulting hypotheses.

**Model of Brand Loyalty**

The fig 1 presents the proposed conceptual model of determinants of brand loyalty. The brand personality traits like sincerity, excitement, competence and ruggedness with which the customer relates him self-impact brand loyalty. The relationship characteristics such as length of relationship (period for which customer has been associated with the brand) enhance brand loyalty.

**Sincerity**

It can be defined as down to earth, family oriented, genuine. The relationship might be similar to one that exists with a well-liked and respected member of family. If an individual feels the brand to be like a member of family, he/ she will be committed to the relationship. Hence, H1- Sincerity brand personality dimension will lead to brand loyalty.

**Excitement**

Excitement means spirited, young, up to date, outgoing personality. If an individual feels himself/herself having spirited, young, up to date, outgoing personality would like to associate with such brand that provides these personality characteristics. Although excitement personality relates to youth, it does not mean that only young people would like such brands. Old people would also have such personality and continuously buy such brand. Hence, H2- Excitement brand personality dimension will lead to brand loyalty.

**Competence**

It manifests the expertise power of the individual’s personality. If an individual is competent, people rely on him/ her on the basis of his/ her competence. Hence, H3- Competence brand personality dimension will lead to brand loyalty.

**Ruggedness**

Ruggedness means athletic and outdoorsy personality. This personality dimension manifests an individual who can with stand any situation. If an individual thinks himself / herself having rugged personality and if there is a brand that manifests such personality, the individual would be willing to buy regularly. Hence, H4 – Ruggedness brand personality dimension will lead to brand loyalty.
**Relationship length**
Loyalty grows over time, as the customer gets experienced with the product. The customer would have got positive experiences with the product, which might also be the reason why the customer buys the product again. If customer’s relationship length is higher, it shows that the customer is loyal. Hence, length of relationship will also have impact on brand loyalty. Hence, H5- Relationship Length will increase brand loyalty.

![Diagram](image)

*Fig.1. Conceptual Model of brand loyalty with respect to brand personality*

**Methodology**

This section presents the methodology used to test the model and the research hypotheses presented in the previous section. In this section, the measurement of the variables, the sampling, the data collection method and the methods of statistical analysis are discussed.

**Measurement of the variables**
The majority of the constructs were measured using multiple items, where the respondents were asked to indicate the extent of their agreement on a scale from 1 (Strongly Disagree) to 7 (Strongly agree).

**Brand Personality**
Aaker (1997) measured brand personality on five dimensions and 42 traits scale. The five dimensions were sincerity, excitement, competence, sophistication and ruggedness. In this study, we have included only four dimensions such as sincerity, excitement, competence, sophistication and ruggedness to suit the nature of the brand name that we used in this study. The items used for this study is provided in table 1.
**Relationship Length**
In Marketing Channel relationships, to measure relationship length, Lusch and Brown (1996) asked each wholesaler how long (in years and months) it had been doing business with its supplier. Other researchers like Doney and Cannon (1997) and Reynold and Beatty (1999) have conducted the studies and they have come to the conclusion that relationship length is the duration of the relationship of the company with its buyers, suppliers etc.

**Brand Loyalty**
To measure brand loyalty, 7 point agree- disagree scale which was developed by Reynolds and Beatty (1999) was used. The details of the measure is provided in table 1.

<table>
<thead>
<tr>
<th>Table 1. Brand Personality and Loyalty Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Brand Personality Dimensions</strong></td>
</tr>
<tr>
<td><strong>1a. Sincerity</strong></td>
</tr>
<tr>
<td>i. When I think about __________, its down to earth nature comes to my mind.</td>
</tr>
<tr>
<td>ii. __________’s honesty outlook impresses me a lot.</td>
</tr>
<tr>
<td><strong>1b. Excitement</strong></td>
</tr>
<tr>
<td>i. __________ is unique in comparison with other brands.</td>
</tr>
<tr>
<td>ii. __________ is imaginative in developing its suiting.</td>
</tr>
<tr>
<td><strong>1c. Competency</strong></td>
</tr>
<tr>
<td>i. I relate __________ for success.</td>
</tr>
<tr>
<td>ii. Only leaders wear __________.</td>
</tr>
<tr>
<td><strong>1d. Ruggedness</strong></td>
</tr>
<tr>
<td>i. I consider __________ as a tough brand.</td>
</tr>
<tr>
<td>ii. I think __________ is an outdoorsy brand.</td>
</tr>
<tr>
<td><strong>2. Brand Loyalty</strong></td>
</tr>
<tr>
<td>i. I don't consider myself a loyal customer to __________.</td>
</tr>
<tr>
<td>ii. I don't plan to purchase from my __________ in future.</td>
</tr>
</tbody>
</table>

**Demographics and general Information**
The basic demographic information such as age, gender, marital status, size of family and income were also included in the questionnaire.

**Sample and Data Collection Method**
A survey was carried out to test the model and the research hypotheses. Brand name of a popular fabric company was used. Since, in India the chosen company’s customers are the typical urban customers, the respondents selected for this study were consumers from Indore City. A total sample size of 300 was planned to enable the Statistical analyses required for this study (Hair et al, 1992), convenience sampling method was used for data collection.
Analysis and Results

This section discusses the analysis and results of the study. The results of the study are presented in four parts. They are sample characteristics, reliability, validity assessment and hypotheses testing are discussed in the following sub sections.

Sample Characteristics

A total of 300 respondents from Indore city were contacted for the study. The demographic characteristics of the respondents are shown in table 2, 92.70% of respondents of this study were males. The age of the respondents is well distributed among all age groups. Only 0.39% of respondents do not have formal education and around 4% of the respondents have education up to high school level, and 94% respondents have education up to college. The marital status of the respondents reveals that about 66% of the respondents were married. The family size group of less than five appears to a dominant group respondent with 80.39%. Half of the respondents had an annual income above 2, 10,000.

Validity and Reliability Assessment

Reliability Analysis

The reliability of each scale was assessed via item to total correlation (a method used to understand the reliability of a particular measure where in the responses of individual item in the measure and the sum total of the responses of all the items in the same measure is tested for correlation) and Cronbach coefficient alpha. The results of the reliability analysis are provided in Table.3. All the items of every measure used in this study exceeded the cut off point of 0.3. The measures such as sincerity, excitement, competency, ruggedness and loyalty have Cronbach coefficient alpha of 0.4977, 0.5864, 0.7038, 0.8004 and 0.5699 respectively which is an acceptable level for reliability.
Table 2. Characteristics of Respondents

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>278</td>
<td>92.7</td>
</tr>
<tr>
<td>Female</td>
<td>22</td>
<td>7.3</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>under 25</td>
<td>61</td>
<td>23.92</td>
</tr>
<tr>
<td>25-30</td>
<td>50</td>
<td>19.61</td>
</tr>
<tr>
<td>31-35</td>
<td>45</td>
<td>17.65</td>
</tr>
<tr>
<td>36-40</td>
<td>40</td>
<td>15.69</td>
</tr>
<tr>
<td>41-45</td>
<td>26</td>
<td>10.2</td>
</tr>
<tr>
<td>46-50</td>
<td>18</td>
<td>7.06</td>
</tr>
<tr>
<td>51-55</td>
<td>8</td>
<td>3.14</td>
</tr>
<tr>
<td>56-60</td>
<td>4</td>
<td>1.57</td>
</tr>
<tr>
<td>61-65</td>
<td>2</td>
<td>0.78</td>
</tr>
<tr>
<td>above 65</td>
<td>1</td>
<td>0.39</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Formal Education</td>
<td>1</td>
<td>0.39</td>
</tr>
<tr>
<td>Up to Elementary School</td>
<td>1</td>
<td>0.39</td>
</tr>
<tr>
<td>Up to High School</td>
<td>9</td>
<td>3.53</td>
</tr>
<tr>
<td>Up to High Secondary School</td>
<td>4</td>
<td>1.57</td>
</tr>
<tr>
<td>Up to College</td>
<td>240</td>
<td>94.12</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>168</td>
<td>65.88</td>
</tr>
<tr>
<td>Un married</td>
<td>87</td>
<td>34.12</td>
</tr>
<tr>
<td><strong>Family Size</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 5</td>
<td>205</td>
<td>80.39</td>
</tr>
<tr>
<td>5-to-9</td>
<td>45</td>
<td>17.65</td>
</tr>
<tr>
<td>10-to-13</td>
<td>4</td>
<td>1.57</td>
</tr>
<tr>
<td>14 and above</td>
<td>1</td>
<td>0.39</td>
</tr>
<tr>
<td><strong>Annual Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under Rs. 36,000</td>
<td>1</td>
<td>0.39</td>
</tr>
<tr>
<td>Rs.36,000 - Rs 69,999</td>
<td>9</td>
<td>3.53</td>
</tr>
<tr>
<td>Rs.70,000 - Rs.1,04,999</td>
<td>20</td>
<td>7.84</td>
</tr>
<tr>
<td>Rs.1,05,000 - Rs.1,50,000</td>
<td>35</td>
<td>13.73</td>
</tr>
<tr>
<td>Rs.1,51,000 - Rs. 2,00,000</td>
<td>70</td>
<td>27.45</td>
</tr>
<tr>
<td>Rs. 2,10,000 and above</td>
<td>120</td>
<td>47.06</td>
</tr>
</tbody>
</table>
Factor Analysis

As the first step in examining validity of each measure, exploratory factor analysis was employed using SPSS-10.0. All the items of all the measures were factor analyzed together to test convergent and discriminant validity of the measures. The items were subjected to principle component analysis (with Varimax Rotation). The factor loading represents the correlation between the items with the construct (Hair et al, 1992). In component analysis, only the factor having Eigen values greater than 1 are considered significant (Hair et al, 1992). A minimum value of 0.50 was used to indicate the loading of any factor. The results of the factor analysis are presented in Table.4.

Table 3. Reliability Analysis Results

<table>
<thead>
<tr>
<th>Scale</th>
<th>Items</th>
<th>Item-to-total Correlation</th>
<th>Scale Mean</th>
<th>Scale Variance</th>
<th>Coefficient Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sincerity</td>
<td>s1</td>
<td>0.34</td>
<td>5.71</td>
<td>2.08</td>
<td></td>
</tr>
<tr>
<td></td>
<td>s2</td>
<td>0.34</td>
<td>4.85</td>
<td>2.91</td>
<td>0.50</td>
</tr>
<tr>
<td></td>
<td>e1</td>
<td>0.42</td>
<td>5.04</td>
<td>3.01</td>
<td></td>
</tr>
<tr>
<td>Excitement</td>
<td>e2</td>
<td>0.42</td>
<td>5.71</td>
<td>2.04</td>
<td>0.59</td>
</tr>
<tr>
<td></td>
<td>c1</td>
<td>0.54</td>
<td>4.61</td>
<td>4.18</td>
<td></td>
</tr>
<tr>
<td>Competency</td>
<td>c2</td>
<td>0.54</td>
<td>4.73</td>
<td>3.26</td>
<td>0.70</td>
</tr>
<tr>
<td></td>
<td>r1</td>
<td>0.67</td>
<td>5.03</td>
<td>2.83</td>
<td></td>
</tr>
<tr>
<td>Ruggedness</td>
<td>r2</td>
<td>0.67</td>
<td>4.99</td>
<td>3.16</td>
<td>0.80</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>l1</td>
<td>0.41</td>
<td>6.15</td>
<td>1.33</td>
<td></td>
</tr>
<tr>
<td></td>
<td>l2</td>
<td>0.41</td>
<td>5.77</td>
<td>2.28</td>
<td>0.57</td>
</tr>
</tbody>
</table>

Table 4. Factor Analysis for Validity Testing

<table>
<thead>
<tr>
<th>Items</th>
<th>Ruggedness</th>
<th>Competency</th>
<th>Sincerity</th>
<th>Loyalty</th>
<th>Excitement</th>
</tr>
</thead>
<tbody>
<tr>
<td>s1</td>
<td>0.00</td>
<td>0.42</td>
<td>0.68</td>
<td>0.16</td>
<td>-0.02</td>
</tr>
<tr>
<td>s2</td>
<td>0.24</td>
<td>-0.03</td>
<td>0.81</td>
<td>0.08</td>
<td>0.24</td>
</tr>
<tr>
<td>e1</td>
<td>0.20</td>
<td>0.06</td>
<td>0.07</td>
<td>0.07</td>
<td>0.89</td>
</tr>
<tr>
<td>e2</td>
<td>0.19</td>
<td>0.32</td>
<td>0.42</td>
<td>0.12</td>
<td>0.57</td>
</tr>
<tr>
<td>c1</td>
<td>0.38</td>
<td>0.69</td>
<td>0.32</td>
<td>-0.01</td>
<td>0.08</td>
</tr>
<tr>
<td>c2</td>
<td>0.07</td>
<td>0.91</td>
<td>0.04</td>
<td>0.07</td>
<td>0.13</td>
</tr>
<tr>
<td>r1</td>
<td>0.87</td>
<td>0.14</td>
<td>0.16</td>
<td>0.14</td>
<td>0.08</td>
</tr>
<tr>
<td>r2</td>
<td>0.86</td>
<td>0.13</td>
<td>0.08</td>
<td>0.08</td>
<td>0.27</td>
</tr>
<tr>
<td>l1</td>
<td>0.10</td>
<td>0.02</td>
<td>0.00</td>
<td>0.83</td>
<td>0.18</td>
</tr>
<tr>
<td>l2</td>
<td>0.09</td>
<td>0.07</td>
<td>0.19</td>
<td>0.81</td>
<td>-0.05</td>
</tr>
</tbody>
</table>

Eigen Values | 1.78 | 1.62 | 1.48 | 1.44 | 1.32 |
% of Variation | 17.82 | 16.25 | 14.76 | 14.39 | 13.21 |
Cum % of Variation | 17.82 | 34.06 | 48.82 | 63.21 | 76.42 |
The items such as s1 and s2 have a value of 0.68 and 0.81, e1 and e2 have factor analysis values as 0.89 and 0.57, c1 and c2 has a value of 0.69 and 0.91, r1 and r2 has a value of 0.87 and 0.86 respectively and l1 and l2 has a value of 0.83 and 0.81 respectively. The measures such as sincerity, excitement, competency, ruggedness and customers’ loyalty have Eigen Values of 1.78, 1.62, 1.48, 1.44 and 1.32 respectively.

Hypotheses Testing Results

All hypotheses were first tested using multiple regression and least squares estimation (Pedhazur, 1982). To test all the hypotheses in the study, a multiple regression was carried out with five independent variables such as sincerity, excitement, competency, ruggedness and relationship length and brand loyalty as the dependent variable. The results of the multiple regression is discussed in the following sections.

Brand Personality

The hypothesis H1 and H4 indicates that sincerity and ruggedness have positive impact on brand loyalty. If company will promote these personalities in their advertisement campaigns, this will lead to loyal customers. There were other factors which were also considered during the study, like excitement, competence and length of relationship. But these factors do not show any positive impact on loyalty. All these hypotheses were tested using multiple regression with the help of SPSS 10.0.

Table 5 provides the results of hypotheses H1, H2, H3, H4 and H5. These hypotheses indicate how brand personalities and length of relationship can lead to brand loyalty. The low R² value indicates that the variation in brand loyalty is explained many other variables other that brand personality dimensions.

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Independent Variable</th>
<th>Beta</th>
<th>T Value</th>
<th>Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>SINC</td>
<td>0.185</td>
<td>2.547**</td>
<td>YES</td>
</tr>
<tr>
<td>H2</td>
<td>EXCIT</td>
<td>0.092</td>
<td>1.233</td>
<td>NO</td>
</tr>
<tr>
<td>H3</td>
<td>COMP</td>
<td>-0.047</td>
<td>-0.659</td>
<td>NO</td>
</tr>
<tr>
<td>H4</td>
<td>RUGG</td>
<td>0.164</td>
<td>2.326**</td>
<td>YES</td>
</tr>
<tr>
<td>H5</td>
<td>LR</td>
<td>0.040</td>
<td>0.634</td>
<td>NO</td>
</tr>
<tr>
<td></td>
<td>R²=0.113</td>
<td></td>
<td></td>
<td>**P&lt;0.01</td>
</tr>
</tbody>
</table>

Implications and Conclusions

This study examined the factors which will lead to brand loyalty of the customers. A survey was conducted in Indore city. The survey was aimed to know which brand personality does Company has, which will leads to Brand loyalty of the Customers.
Trends come and go in the ever changing world of fashion. Staying in touch with the latest and striving to keep at the forefront is one way of staying ahead in this competitive field. Clothing is one form of self expression. Brand Personality that company has, plays a very important role and to some extent it also leads to customer loyalty. From this research it was found that Company has a brand image of sincerity and ruggedness. Which if the company will promote will lead to customer loyalty. Company should think of enhancing its sincerity and ruggedness personality.

Company is already promoting these personalities through its ad campaigns. Sincere means untainted, committed, and trustworthy. This image can be promoted by taking some real life examples where people show their commitment and their loyalty in their relationship.

Ruggedness is another brand personality which will lead to brand loyalty of the customers. Company has also promoted this brand personality through its ad campaigns. Ruggedness means outdoorsy. This brand personality manifests today’s consumers’ fashion needs which can be built through its collections by bringing new styles, comfort and coolness.

Company should think in which ways it can promote these personalities. At the same time company should distinguish these two personalities and its target customers. By this company can retain all its customers who belong to different groups and whose characteristics are totally different. In this study three other factors were also considered which do not have much impact on brand loyalty. These factors are excitement, competency, and length of relationship. Brand personalities like excitement and competency do not have much effect on brand loyalty. So, the company should be cautious in using these dimensions of brand personality. Most of us think that if a customer is buying a fabric from a certain company since twenty five years, he will be considered as a company’s loyal customer. But in this research it was found that relationship length does not have an impact on customer loyalty. If a customer buys a company fabric for many years, it doesn’t mean that he/she is loyal to the company, it may also be because he/she does not have any other option.

References