CHAPTER 6
DISCUSSION

6.1 Overview

The purpose of this research was twofold. Firstly, it attempts to provide a methodology in order to estimate brand and consumer personality index, using Discriminant Analysis. After having done this, the personality congruence between brand and its consumers is measured across different segmentations; segmentations being on the basis of demographic and product & company related variables. Secondly, brand personality is modeled on the basis of direct and indirect association attributes and consumer’s personality is modeled on the basis of demographic variables. In chapter 3 on Theoretical Framework and Objectives, a theoretical model relating to the brand and its consumers is formulated. The objective of this research was to develop an explanatory model justifying the proposed theoretical framework, related to the creation of brand and consumer’s personality and their congruence. Justification of the proposed theoretical framework is checked through empirical findings. Brand personality is one of the core components of the symbolic benefits offered by a brand. Its importance in consumer’s buying decision is also well identified. Researchers and marketing practitioners have also explained the importance of brand and consumer personality congruence, to trigger the purchase decision. The following research covers a vast arena, where the work started from identification and preparation of personality traits’ pool, applicable to the brand and its consumers, and finally measures the personality congruence empirically. The work and its findings have some serious managerial as well as academic implications. Moreover, some potential areas are also identified for further studies and the methodology, proposed and used in this research work also has future scopes to be used.

6.2 Summary of the results

The research work encompasses a considerable amount of important area and the findings are also vast and so is their implications. No significant avenue was unattended while preparing the personality traits’ pool. The search for personality traits ranges from personality traits listed in psychology literature to the used personality traits of researchers and marketing practitioners, and also the suggested personality traits of the users. Moreover, the repetitions of personality traits (both common and synonymous) are also removed. Thus
the final pool of personality traits are covers all possible sources and are also free from all kind of repetitions.

In the traditional researches on brand personality, normally a vast list of personality traits are prepared and provided to the consumers and they have to rate those personality traits, on their applicability to the brands they are using. But the serious problem of this methodology, as mentioned by J.L.Aaker (1997), was the subject fatigue. In this research work, the identification of product related personality traits is done through sample survey. The aim was to identify the product related personality traits on the basis of their applicability on the particular product category, and thereby to the respective brands of that product category. This has also provided the lists of selected personality traits, which are used for the ratings of brand’s and their consumer’s personality, in the later stage. This methodology primarily reduces the list of personality traits to a considerable number and segregates them according to their applicability to a particular product category and related brands. As the list of personality traits are much less in number, it reduces the possible subject fatigue. Moreover, the applicability of those personality traits to the brands is higher, as their applicability is already checked through sample survey.

Data were collected on four major arenas, perception about the brand personality, perception about the stereo-type consumer’s personality, perception about the direct and indirect association variables, and finally consumer’s demographic position. To secure the utility of the data, a normality test is done on consumer’s ratings on brand personality and stereotype consumer’s personality, for all the twenty five brands. The results show that the data is normally distributed with at least 1% level of significance. A reliability analysis was also conducted on the consumer’s ratings of brand personality and stereotype consumer’s personality. The findings show high value of Cronbach’s alpha in every cases, and thereby indicates that the values are reliable.

The methodology to measure the personality congruence is also unique. The two clusters made from the demographic variables of consumers and from the perceptions of consumers about the direct and indirect association variables are statistically significant with at least 5% level of significance, for all the twenty-five brands of five different product categories and their consumers. The clusters are used as grouping variables to execute the discriminant analysis. Three indicators of Discriminant analysis, the Eigen Values, the Canonical Correlations and the values of Wilks’ Lambda has been checked. High amount of
both Eigen Values and Canonical Correlation is observed in case of all the twenty five brands and their consumer’s personality ratings. The magnitudes of the Eigen values are indicative of the functions’ discriminating abilities and a high correlation indicates a function that discriminates well. On the contrary, small value of Wilk’s Lambda is observed for all the personality ratings for brands and their consumers of all the twenty-five brands. A small lambda occurs when within-groups variability is small compared to the total variability. A small lambda indicates that group means appear to differ. Thus the findings of the discriminant analysis signify that the discriminant analysis is well administered and successful. The findings also imply that the indices of brand and consumer’s personality, which is created in the later stage, from the unstandardized coefficients are also valid.

The brand and consumer’s personality congruence is checked across all the demographic variables and also across different levels of direct and indirect association variables. The values of correlation coefficient are the indicators of the amount of personality congruence. It has been observed that high and significant amount of personality congruence is observed for all the brands for all the twenty-five brands of five different product categories across all the demographic variables and all levels of direct and indirect association components. Certain significant variations are also observed as well.

As discussed earlier, personality congruence between brands and their consumers are aimed to be observed and measured across different demographic segments and also across different levels of direct and indirect association variables. For five different apparel brands, high and significant amount of brand and consumer’s personality congruence is observed in more than 66% cases, across different demographic variables, and in more than 61% cases, across different levels of direct and indirect association variables. For five different deodorant brands, high and significant amount of brand and consumer’s personality congruence is observed in more than 62% cases, across different demographic variables, and in more than 63% cases, across different levels of direct and indirect association variables. For five different wristwatch brands, high and significant amount of brand and consumer’s personality congruence is observed in more than 68% cases, across different demographic variables, and in more than 67% cases, across different levels of direct and indirect association variables. For five different laptop brands, high and significant amount of brand and consumer’s personality congruence is observed in more than 69% cases, across different demographic variables, and in more than 64% cases, across different levels of direct and indirect association variables. For five different laptop brands, high and significant amount of brand
and consumer’s personality congruence is observed in more than 70% cases, across different
demographic variables, and in 60% cases, across different levels of direct and indirect
association variables.

Another aim of this research was to model brand personality as a function of direct
and indirect association variables and to model consumer’s personality as a function of
demographic variables. Adjusted $R^2$ and Condition indices are considered as the two
indicators to measure the robustness and amount of Multi-Collinearity associated with the
brands. These two indicators are checked for all the twenty-five brands of five different
product categories. For all the five apparel brands, the values of adjusted $R^2$ lie within 0.746
to 0.933, and all the values are statistically significant with 5% level of significance. This
signifies that the model is robust and statistically significant. The values of condition indices
lie within 10.163 to 18.955, which show that the model does not possess serious multi-
collinearity problems. In case of modeling the consumer’s personality of apparel brands, the
values of the adjusted $R^2$ lies within 0.725 to 0.860, and all the values are statistically
significant with 5% level of significance. The values of condition indices lie within 8.879 to
16.922, which show that the model does not possess serious multi-collinearity problems. This
signifies that the model is robust and statistically significant.

For all the five deodorant brands, the values of adjusted $R^2$ lie within 0.705 to 0.814,
and all the values are statistically significant with 5% level of significance. This signifies that
the model is robust and statistically significant. The values of condition indices lie within
12.169 to 18.434, which show that the model does not possess serious multi-collinearity
problems. In case of modeling the consumer’s personality of deodorant brands, the values of
the adjusted $R^2$ lies within 0.802 to 0.865, and all the values are statistically significant with
5% level of significance. The values of condition indices lie within 11.180 to 15.164, which
show that the model does not possess serious multi-collinearity problems. This signifies that
the model is robust and statistically significant.

For all the five wristwatch brands, the values of adjusted $R^2$ lie within 0.798 to 0.879,
and all the values are statistically significant with 5% level of significance. This signifies that
the model is robust and statistically significant. The values of condition indices lie within
10.063 to 16.599, which show that the model does not possess serious multi-collinearity
problems. In case of modeling the consumer’s personality of wristwatch brands, the values of
the adjusted $R^2$ lies within 0.674 to 0.868, and all the values are statistically significant with
5% level of significance. The values of condition indices lie within 9.917 to 17.653, which show that the model does not possess serious multi-collinearity problems. This signifies that the model is robust and statistically significant.

For all the five cell phone brands, the values of adjusted $R^2$ lie within 0.762 to 0.932, and all the values are statistically significant with 5% level of significance. This signifies that the model is robust and statistically significant. The values of condition indices lie within 9.284 to 17.094, which show that the model does not possess serious multi-collinearity problems. In case of modeling the consumer’s personality of cell phone brands, the values of the adjusted $R^2$ lies within 0.750 to 0.925, and all the values are statistically significant with 5% level of significance. The values of condition indices lie within 10.736 to 13.922, which show that the model does not possess serious multi-collinearity problems. This signifies that the model is robust and statistically significant.

For all the five laptop brands, the values of adjusted $R^2$ lie within 0.818 to 0.956, and all the values are statistically significant with 5% level of significance. This signifies that the model is robust and statistically significant. The values of condition indices lie within 11.852 to 15.936, which show that the model does not possess serious multi-collinearity problems. In case of modeling the consumer’s personality of apparel brands, the values of the adjusted $R^2$ lies within 0.716 to 0.905, and all the values are statistically significant with 5% level of significance. The values of condition indices lie within 10.909 to 14.760, which show that the model does not possess serious multi-collinearity problems. This signifies that the model is robust and statistically significant.

Thus from the findings, it could be inferred that the methodology used in this research work, is suitable for finding out the personality congruence between brands and its consumers across different brands of different product categories. Moreover, this research work has also successfully modeled brand personality as a function of direct and indirect association attributes and consumer’s personality as the function of some demographic variables.

6.3 Academic implications

Some of the previous academic studies in the field of brand and consumer’s personality congruence deal with the measurement of the amount of personality congruence. Most of them are based on either theoretical concepts or mere empiricism which is absolutely vaguely defined. The methodology used in this research work provides a systematic approach
towards the problem related to the measurement of brand and consumer’s personality and the congruence between them. The work demonstrates a systematic approach to identify product related personality traits, which were applied for personality ratings of the brand in the later stage. Such steps could be followed to identify the list of personality traits for other brands of other product categories also. The methodology used to prepare the personality indices of both brand and of its consumers, is unique. Similar methodology could be used to create indices for other brand related attributes, such as brand identity, brand image and so on. This work has successfully measured the amount of personality congruence across different demographic variables and across different levels of direct and indirect association variables. Moreover, the work also successfully models brand personality as a function of direct and indirect association variables and consumer’s personality as a function of some demographic variables. The methodology to measure brand and consumer’s personality congruence could be used for other brands and other product categories also. Moreover, the methodology to model brand and consumer’s personality could be used further for other brands and their consumers of other product categories also.

6.4 Managerial implications

From the managerial point of view, the work is of huge importance. As the methodology used in this work could successfully measure the amount of personality congruence between brands and its consumers across different demographic variables, brand managers will be very much interested to do so. The findings of the research show the amount of personality congruence across different age, sex, income and occupational group. From these findings, the brand managers can easily track their target consumer segment. They can also design their marketing communication and choose their media, advertising styles, and design their message accordingly, to reach to that segment. Moreover, they can also find out their competitors on the segment and their relative position and can also analyze their strengths and weaknesses. Besides that, the methodology used in this research also empowers brand managers to find out the amount of personality congruence across different levels of direct and indirect association variables. This will help the brand managers to find out the perception of consumers about different marketing and branding activities. This will also enable the marketers and brand managers to identify the important avenues related to direct and indirect association components, which requires to be modified and taken care of, to achieve a suitable and desired brand personality.
6.5 Limitations and future research directions

The research work successfully measures the amount of personality congruence between brand and its consumers across different demographic segments and also across different levels of direct and indirect association components. It also models brand personality as a function of various constructing components and consumer’s personality as a function of different demographic attributes. It also illustrates the relative importance of the brand personality constructing components across different brands. However, this study is also not without limitations.

The study was conducted in the shopping malls in Kolkata, India, and there is a requirement of the study to be tested in other states of the country and other countries also, to increase the validity and reliability of the methodology. The study considers few demographic variables to model consumer’s personality, while other variables, which construct the consumer’s personality, are required to be considered. Moreover, using a sample of representative respondents on five product category and its brands might seem enough, but the methodology needs to be tested on diverse product categories and different brands of those product categories. The methodology could therefore be more enriched if it is tested across brands of different product categories, different countries, and across different social and culture groups.

In this century, there has been emergence of giants in the field of service sector. With the advent of service sectors which has become very important in respect of marketing scenario of the whole economy, there should be a concept like service category specific personality index. Therefore, the methodology that has been discussed in this thesis could be tried out to estimate the index of service brand personality and the personality index corresponding to its consumers. The congruence between these two is believed to indicate very important phenomenon which could be of significant managerial implications in the field of service marketing.