A Study on Personality Congruence between Brand and its Consumers

Abstract

Brand Personality, which is defined as a set of human characteristics associated with a brand, is part of the symbolic benefits offered by the brands. It addresses the underlying desires of consumers to express their personality or certain attributes of their personality or their self, through the use of a particular brand. Marketers use it to create a differential position in a mature and highly populated market. A suitably designed brand personality is not only enduring, it adds to the symbolic benefit of the brand. The personality attributes associated with the brand stimulates consumers’ decision of brand selection and consumers’ choice of a brand is often explained as a result of personality congruence between brand and its consumers.

Researchers in the field of brand personality made significant theoretical discussion about the importance of brand personality and its constructs and empirical illustration of brand personality dimensions, and also developed different methodology for measuring its relationship with its consumers. But the studies have not provided any methodology to measure brand personality and consumer’s personality and the methods to measure the brand and consumers’ personality congruence were often loosely designed and their scopes were limited to a few brands and few consumers segments. Moreover, the theoretical foundation related to the construction of brand and consumers’ personality does not have any empirical validation.

The following study provides a methodology to measure both brand and consumer’s personality and also to examine the amount of congruence between them, across twenty-five brands of five different product categories. Personality congruence between brands and their consumers were examined across seventeen demographic segments (two sex groups, three income groups, five age groups, and seven occupational groups), and also across different levels of brand personality constructing components. Finally, empirical model of both brand and consumer’s personality is also developed, which validates the theoretical foundation related to the construction of brand and consumers’ personality.

Marketers will be interested in the methodology developed by this research work. They can measure their brand’s personality and examine the amount of personality congruence between their brand and target consumers. Eventually, they can find out the relative position of their brands. Moreover, they can also have the understanding in regard to the effectiveness of different brand personality constructing components.

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