CONTENTS

Acknowledgements...........................................................................................................i-vi

List of Tables ...................................................................................................................vii-x

List of Figures..................................................................................................................x

Chapter 1: Introduction .................................................................................................1-2

1.1 Brand as a Concept .................................................................................................2-4

1.2 Benefits offered by a Brand ..................................................................................4

1.3 Importance of Symbolic benefits in purchase decision ........................................5-6

1.4 Brands as symbolic means to express consumer personality ...............................6-8

1.5 Significance of Brand Personality and effect of Personality Congruence ..........9-10

Chapter 2: Literature Review .........................................................................................11-28

2.1 Concept of Brand Personality ...............................................................................11-13

2.2 Formation of Brand Personality ..........................................................................13-14

2.3 Dimensions of Brand Personality .......................................................................15-16

2.3.1 Brand Personality across Cultures and Countries ...........................................16-18

2.3.2 Brand Personality across Product Categories ...............................................18-19

2.4 Criticism to Aaker’s Brand Personality Dimensions ........................................19-20

2.5 Theoretical Background of the formation of Consumer Personality ...................20-24

2.6 Studies Directed towards the Relationship between Product Image and Brand Image and their congruity .................................................................24-27

2.7 Studies directed to measure Brand and Consumer Personality Congruence .......27-28

Chapter 3: Theoretical Framework and Objectives .....................................................29-32

3.1 Research Gaps ......................................................................................................29

3.2 Aim of the Research work ....................................................................................30

3.3 Theoretical Construct .........................................................................................30-31

3.4 Research Objectives ............................................................................................31-32

3.5 Research Hypothesis ............................................................................................32
Chapter 4: Research Methodology

4.1 Creating Pool of Personality traits ................................................................. 33-35
4.2 Selection of Product Category ........................................................................ 35
4.3 Identification of product category related personality traits .......................... 35-36
4.4 Selection of Brands from the Selected Product Categories ............................... 37
4.5 Relevant Determinants of Brand and Consumer’s personality formation ......... 37-38
4.6 Constructing Brand and Consumers’ personality index .................................... 38-39
4.7 Methodology to Estimate the Model of Brand Personality ............................... 40
4.8 Methodology to Estimate the Model of Consumers’ Personality ....................... 40-41
4.9 Methodology to measure the extent of congruence between brand personality
   and consumer personality ................................................................................. 41

Chapter 5: Data Analysis & Interpretation

5.1 Normality Test .................................................................................................. 42
5.2 Reliability Analysis ......................................................................................... 42-43
5.3 Cluster Analysis .............................................................................................. 43
5.4 Discriminant Analysis .................................................................................... 43-47
5.5 Findings related to the personality congruence between brands and its
   consumers ........................................................................................................ 47
   5.5.1 Findings related to the personality congruence between Apparel
   brands and different Demographic segments and different levels of
   direct and indirect association attributes ....................................................... 48-89
   5.5.1.1 Personality Congruence between Apparel brands and their
   consumers across different Sex Segment .................................................... 65
   5.5.1.2 Personality Congruence between Apparel brands and their
   consumers across different Income Segment ............................................. 65-68
   5.5.1.3 Findings related to the personality congruence between Apparel
   brands and their consumers across different Age Segment ..................... 68-73
   5.5.1.4 Findings related to the personality congruence between Apparel
   brands and their consumers across different Occupational
   Segment ........................................................................................................... 73-76
5.5.1.5 Findings related to the Personality Congruence between different Apparel brands and their Consumers across different Direct and Indirect Association Variables ........................................76

5.5.1.6 Findings related to the Personality Congruence between Apparel brands and their Consumers across different levels of different Direct Association Attributes ........................................76-79

5.5.1.7 Findings related to the Personality Congruence between Apparel brands and their Consumers across different levels of different Indirect Association Attributes ......................................79-82

5.5.1.8 Findings related to Empirical Modeling of Brand Personality of Apparel Brands .................................................................................................................. 82

5.5.1.9 Findings related to the Empirical Modeling of Apparel Brands’ Personality on the basis of different direct and indirect association variables ..............................................................................82-86

5.5.1.10 Findings related to the Modeling of Consumers’ personality of different Apparel brands on the basis of different demographic variables .................................................................................................................. 87-89

5.5.2 Findings related to the personality congruence between Deodorant Brands and different Demographic Segments and different level of Direct and Indirect Association attributes..................................................89-128

5.5.2.1 Findings related to the personality congruence between Deodorant brands and their consumers on the basis of different demographic segment .............................................................................. 105

5.5.2.2 Findings related to the personality congruence between Deodorant brands and their consumers across different Sex Segment ...................................................................................................... 105-106

5.5.2.3 Findings related to the personality congruence between Deodorant brands and their consumers across different Income Segment ..................................................................................................106-108

5.5.2.4 Findings related to the personality congruence between Deodorant brands and their consumers across different Age Segment ...........................................................................................................109-112

5.5.2.5 Findings related to the personality congruence between Deodorant brands and their consumers across different Occupational Segment ..........................................................................................112-117
5.5.2.6 Findings related to the Personality Congruence between Deodorant brands and their Consumers across different levels of different Direct Association Attributes .................................................. 117-119

5.5.2.7 Findings related to the Personality Congruence between Deodorant brands and their Consumers across different levels of different Indirect Association Attributes .................................................. 119-121

5.5.2.8 Findings related to the Empirical Modeling of Deodorant Brands’ Personality on the basis of different direct and indirect association variables ................................................................. 121-126

5.5.2.9 Findings related to the Modeling of Consumers’ personality of different Deodorant brands on the basis of different demographic variables ................................................................. 126-128

5.5.3 Findings related to the personality congruence between Wristwatch Brands and different Demographic Segments and different level of Direct and Indirect Association attributes ......................................................... 128-164

5.5.3.1 Findings related to the personality congruence between Wristwatch brands and their consumers across different Sex Segment ................................................................. 141

5.5.3.2 Findings related to the personality congruence between Wristwatch brands and their consumers across different Income Segment ................................................................. 141-144

5.5.3.3 Findings related to the personality congruence between Wristwatch brands and their consumers across different Age Segment ................................................................. 144-147

5.5.3.4 Findings related to the personality congruence between Wristwatch brands and their consumers across different Occupation Segment ................................................................. 148-153

5.5.3.5 Findings related to the Personality Congruence between Wristwatch brands and their Consumers across different levels of different Direct Association Attributes .................................................. 153-155

5.5.3.6 Findings related to the Personality Congruence between Wristwatch brands and their Consumers across different levels of different Indirect Association Attributes .................................................. 155-157

5.5.3.7 Findings related to Empirical Modeling of Brand Personality of Wristwatch Brands ................................................................. 157-162
5.5.3.8 Findings related to the Modeling of Consumers’ personality of different Wristwatch brands on the basis of different demographic variables.................................................................162-165

5.5.4 Findings related to the personality congruence between Cell Phone Brands and different Demographic Segments and different level of Direct and Indirect Association attributes.................................................................165-202

5.5.4.1 Findings related to the personality congruence between Cell-Phone brands and their consumers across different Sex Segment..177

5.5.4.2 Findings related to the personality congruence between Cell-Phone brands and their consumers across different Income Segment ..................................................................................................................177-180

5.5.4.3 Findings related to the personality congruence between Cell-Phone brands and their consumers across different Age Segment 180-183

5.5.4.4 Findings related to the personality congruence between Cell-Phone brands and their consumers across different Occupation Segment ............................................................................................................183-189

5.5.4.5 Findings related to the Personality Congruence between Cell Phone brands and their Consumers across different levels of different Direct Association Attributes .................................189-191

5.5.4.6 Findings related to the Personality Congruence between Cell Phone brands and their Consumers across different levels of different Indirect Association Attributes ........................................191-194

5.5.4.7 Findings related to Empirical Modeling of Brand Personality of Cell Phone Brands.................................................................194-199

5.5.4.8 Findings related to the Modeling of Consumers’ personality of different Cell phone brands on the basis of different demographic variables.................................................................200-202

5.5.5 Findings related to the personality congruence between Laptop Brands and different Demographic Segments and different level of Direct and Indirect Association attributes.................................................................202-238

5.5.5.1 Findings related to the personality congruence between Laptop brands and their consumers across different Sex Segment.............214

5.5.5.2 Findings related to the personality congruence between Laptop brands and their consumers across different Income Segment 214-217
5.5.3 Findings related to the personality congruence between Laptop brands and their consumers across different Age Segment ....217-220

5.5.4 Findings related to the personality congruence between Laptop brands and their consumers across different Occupation Segment .................................................................220-226

5.5.5 Findings related to the Personality Congruence between Laptop brands and their Consumers across different levels of different Direct Association Attributes ..........................................................226-228

5.5.6 Findings related to the Personality Congruence between Laptop brands and their Consumers across different levels of different Indirect Association Attributes..........................................................228-230

5.5.7 Findings related to Empirical Modeling of Brand Personality of Laptop Brands .................................................................230-236

5.5.8 Findings related to the Modeling of Consumers’ personality of different Laptop brands on the basis of different demographic variables .................................................................236-238

Chapter 6: Discussion

6.1 Overview ..............................................................................................................239

6.2 Summary of the results .......................................................................................239-243

6.3 Academic implications .......................................................................................243-244

6.4 Managerial implications .....................................................................................244

6.5 Limitations and future research directions .......................................................245

References ..............................................................................................................246-257

Appendix .................................................................................................................258-266