LIST OF TABLES

Table 4.1. List of Personality Traits Assembled from Different Sources .........................................................34
Table 4.2. List of Personality Traits After Removal of Repetition .................................................................35
Table 4.3. List of Product Category Related Personality Traits .................................................................36
Table 4.4. List of Brands Identified from the Selected Product Categories ....................................................37
Table 5.1. Values of Cronbach’s Alpha ........................................................................................................43
Table 5.2. Eigen Values Derived from the Discriminant Analysis of Consumers’ Rating of the Brands Personality Attributes ........................................................................................................44
Table 5.3. Eigen Values Derived from the Discriminant Analysis of Consumers’ Rating of the Stereotype Users’ Personality Attributes .........................................................................................45
Table 5.4. Values of Canonical Correlations Derived from the Discriminant Analysis of Consumers’ Rating of the Brands Personality Attributes .................................................................45
Table 5.5. Values of Canonical Correlations Derived from the Discriminant Analysis of Consumers’ Rating of the Stereotype Users’ Personality Attributes ................................................................46
Table 5.6. Values of Wilks’ Lambda Derived from the Discriminant Analysis of Consumers’ Rating of the Brands Personality Attributes ......................................................................................46
Table 5.7. Values of Wilks’ Lambda Derived from the Discriminant Analysis of Consumers’ Rating of the Stereotype Users’ Personality Attributes ................................................................47
Table 5.8: Amount of Personality Congruence between apparel brands and their consumers across different demographic segments and different level of Direct and Indirect Association Attributes ........................................................................................................48-49
Table 5.9: Consumers’ rating on different direct and indirect association attributes for John Players..................................................................................................................................................50-52
Table 5.10: Consumers’ rating on different direct and indirect association attributes for Raymond ..................................................................................................................................................53-55
Table 5.11: Consumers’ rating on different direct and indirect association attributes for Louis Philippe ..................................................................................................................................................56-58
Table 5.12: Consumers’ rating on different direct and indirect association attributes for Allen Solly..................................................................................................................................................59-61
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.13</td>
<td>Consumers’ rating on different direct and indirect association attributes for Van Heusen 62-64</td>
</tr>
<tr>
<td>5.14</td>
<td>Model of Brand Personality for Apparel brands 83</td>
</tr>
<tr>
<td>5.15</td>
<td>Comparative Analysis of the Standardized Coefficients of Apparel Brands 83</td>
</tr>
<tr>
<td>5.16</td>
<td>Model of Consumer’s Personality for Apparel brands 88</td>
</tr>
<tr>
<td>5.17</td>
<td>Comparative Analysis of the Standardized Coefficients of the associated with the demographic attributes of the Consumers of Apparel Brands 88</td>
</tr>
<tr>
<td>5.18</td>
<td>Amount of Personality Congruence between Deodorant brands and their consumers across different demographic segments and different level of Direct and Indirect Association Attributes 90-91</td>
</tr>
<tr>
<td>5.19</td>
<td>Consumers’ rating on different direct and indirect association attributes for FOGG 92-93</td>
</tr>
<tr>
<td>5.20</td>
<td>Consumers’ rating on different direct and indirect association attributes for NIKE 94-96</td>
</tr>
<tr>
<td>5.21</td>
<td>Consumers’ rating on different direct and indirect association attributes for NIVEA 97-99</td>
</tr>
<tr>
<td>5.22</td>
<td>Consumers’ rating on different direct and indirect association attributes for Wild Stone 100-101</td>
</tr>
<tr>
<td>5.23</td>
<td>Consumers’ rating on different direct and indirect association attributes for AXE 102-104</td>
</tr>
<tr>
<td>5.24</td>
<td>Model of Brand Personality for Deodorant brands 122</td>
</tr>
<tr>
<td>5.25</td>
<td>Comparative Analysis of the Standardized Coefficients of Deodorant brands 122</td>
</tr>
<tr>
<td>5.26</td>
<td>Model of Consumer’s Personality for Deodorant brands 127</td>
</tr>
<tr>
<td>5.27</td>
<td>Comparative Analysis of the Standardized Coefficients associated with the demographic attributes of the Consumers of Deodorant Brands 127</td>
</tr>
<tr>
<td>5.28</td>
<td>Amount of Personality Congruence between Wristwatch brands and their consumers across different demographic segments and different level of Direct and Indirect Association Attributes 129-130</td>
</tr>
<tr>
<td>5.29</td>
<td>Consumers’ rating on different direct and indirect association attributes for Fastrack 131-132</td>
</tr>
<tr>
<td>5.30</td>
<td>Consumers’ rating on different direct and indirect association attributes for Timex 133-134</td>
</tr>
</tbody>
</table>
Table 5.31: Consumers’ rating on different direct and indirect association attributes for Titan ..................................................................................................................................................................................135-136
Table 5.32: Consumers’ rating on different direct and indirect association attributes for Tag Heuer ..................................................................................................................................................................................137-138
Table 5.33: Consumers’ rating on different direct and indirect association attributes for Rolex ..................................................................................................................................................................................139-140
Table 5.34: Model of Brand Personality for Wristwatch brands ..........................................................................................................................................................................................................................158
Table 5.35: Comparative Analysis of the Standardized Coefficients of Wrist Watch Brands ..................................................................................................................................................................................................................158
Table 5.36: Model of Consumer’s Personality for Wristwatch brands ..................................................................................................................................................................................................................163
Table 5.37: Comparative Analysis of the Standardized Coefficients associated with the demographic attributes of the Consumers of Wrist watch Brands ..................................................................................................................................................................................................................163
Table 5.38: Amount of Personality Congruence between Cell Phone brands and their consumers across different demographic segments and different level of Direct and Indirect Association Attributes ..................................................................................................................................................................................................................165-166
Table 5.39: Consumers’ rating on different direct and indirect association attributes for Micromax ..........................................................................................................................................................................................................................167-168
Table 5.40: Consumers’ rating on different direct and indirect association attributes for I-Phone ..........................................................................................................................................................................................................................169-170
Table 5.41: Consumers’ rating on different direct and indirect association attributes for Blackberry ..........................................................................................................................................................................................................................171-172
Table 5.42: Consumers’ rating on different direct and indirect association attributes for Nokia ..........................................................................................................................................................................................................................173-174
Table 5.43: Consumers’ rating on different direct and indirect association attributes for Samsung ..........................................................................................................................................................................................................................175-176
Table 5.44: Model of Brand Personality for Cell Phone brands ..........................................................................................................................................................................................................................194
Table 5.45: Comparative Analysis of the Standardized Coefficients of Cell Phone Brands ..........................................................................................................................................................................................................................195
Table 5.46: Model of Consumer’s Personality for Cell Phone brands ..........................................................................................................................................................................................................................200
Table 5.47: Comparative Analysis of the Standardized Coefficients associated with the demographic attributes of the Consumers of Cell phone Brands ..........................................................................................................................................................................................................................201
Table 5.48: Amount of Personality Congruence between Laptop brands and their consumers across different demographic segments and different level of Direct and Indirect Association Attributes.................................................................202-203

Table 5.49: Consumers’ rating on different direct and indirect association attributes for Dell .................................................................................................................................204-205

Table 5.50: Consumers’ rating on different direct and indirect association attributes for HP .............................................................................................................................206-207

Table 5.51: Consumers’ rating on different direct and indirect association attributes for Acer..........................................................................................................................208-209

Table 5.52: Consumers’ rating on different direct and indirect association attributes for Sony Vaio.......................................................................................................................210-211

Table 5.53: Consumers’ rating on different direct and indirect association attributes for Apple.........................................................................................................................212-213

Table 5.54: Model of Brand Personality for Laptop brands ..............................................231

Table 5.55: Comparative Analysis of the Standardized Coefficients of Laptop Brands ..........231

Table 5.56: Model of Consumer’s Personality for Laptop brands........................................236

Table 5.57: Comparative Analysis of the Standardized Coefficients associated with the demographic attributes of the Consumers of Cell phone Brands.........................237

LIST OF FIGURES

Page No.

Figure 3.1: Conceptual Model of Personality Congruence................................................31