CHAPTER 3
THEORETICAL FRAMEWORK AND OBJECTIVES

Although the research works in the field of brand personality, discussed so far, claim recognition, some propositions offered by the earlier studies require further contemplation. From the discussions in the last section on survey of literature, the following research gaps are identified:

3.1 Research Gaps

a) Suitably chosen product category is required to identify prominent brands and get consumers’ perception about the brands. But in the previous brand personality research works, identification of product categories bearing high symbolic and utility attributes was not done.

b) Brand personality research works has demonstrated an arbitrarily selected personality traits’ pool to identify the personality facets of a brand. In the earlier research works, the applicability of a particular personality trait to a particular product category was not tested and justified.

c) The selection of brands in the brand personality research was also done subjectively in the previous researches.

d) Theoretical studies related to the formation of brand personality requires more empirical validation

e) Although researchers advocated the importance of measuring the congruity between brand personality and consumers’ personality, no clear methodology is designed to measure the level of congruence. The variations in the level of congruence across different brands and different demographic segments were also not identified.

f) The difference in the congruency level is not justified by Direct and Indirect contacts in earlier research works.

g) Theoretical and / or empirical model related to the brand and consumers’ personality congruence is not constructed in the research works done so far.
3.2 Aim of the Research Work

The focus of this following research work is to study brand and consumer’s personality congruence from both theoretical and empirical perspectives. The work aims to provide a theoretical construct through which the formation of brand and consumer personality and their congruence could be conceptualized. The aim of the empirical perspective was twofold. The first part of the research is concerned with designing a methodology in order to measure brand personality and consumer’s personality and also the amount of congruence between them. The second part deals with identification of the determinants of brand and consumer’s personality and also with the estimation of the model for both brand and consumer’s personality, on the basis of these determinants. The following work aims at measuring the personality of twenty-five brands of five different product categories and also of their consumers. It also plans to examine the amount of brand and consumer’s personality congruence, across different demographic segment and also across different levels of the determinants of brand personality. Moreover, the work also aspires to model the personality of all the twenty-five brands on the basis of the determinants of brand personality and their consumers, on the basis of certain demographic attributes.

3.3 Theoretical Construct

The proposed theoretical construct delineates the framework of the study. The model primarily illustrates the formation of brand and consumer’s personality. The components of direct and indirect association (as discussed by McCracken, 1989) together forms the market related relevant attributes which in turn creates brand personality. On the other hand the four factors, (demographic, psychographic, geographic and behavioural) create the socio-psycho-behavioural factors, which is liable in creating the consumer’s personality. The model also shows the diagrammatic presentation of personality congruence between brands and its consumers. The intensity of this interrelationship between these two determines the amount of congruence present between the brand and the consumer.
Based on the theoretical framework and also the research gaps, the following research objectives have been considered in this research study:

3.4 Research Objectives

The objectives of the research work are:

1. To measure personality index of the brands and personality index of the consumers.

2. To design and empirically validate the construction of brand personality as a function of different direct and indirect association variables across different brands in study.

Figure 3.1: Conceptual Model of Personality Congruence
3. To identify the impact of different direct and indirect association attributes in construction of brand personality across different brands in study.

4. To design and empirically validate the construction of consumer’s personality as a function of different demographic variables.

5. To identify the impact of different demographic variables in constructing the personality of the consumers of all the brands in study.

6. To measure the extent of personality congruence between brands and its consumers across different demographic segments and different contact elements.

Corresponding to the research objectives stated above, the following research hypotheses have been examined on the basis of the data set which is generated through sample surveys designed at different stages.

### 3.5 Research Hypothesis

**RH1:** The direct and indirect contact attributes will have significant impact in creating the brand personality and the impact will differ across different brands.

**RH2:** The different demographic segments will have significant impact on the creation of consumers’ personality and the impact will differ across different consumers of different brands.

**RH3:** There will be a significant level of congruency between the personality of brands and its users and the level of congruency would be brand specific.

**RH4:** The level of congruency between the personality of the brands and its consumers will differ across different demographic segment.

**RH5:** The level of congruency between the personality of the brands and its consumers will differ across different market related attributes.