Abstract

Today’s banking sector is equipped with strong competitive strategies to meet the ever increasing challenges; nevertheless, achieving Brand Loyalty in its true sense has still remained insurmountable. Owing to the vital role the Brand Personality plays in creating, evolving and maintaining strong brands, this study was designed to explore the measurement and application of brand personality congruence (BPC), which is defined as the gap between the customer’s own personality and a restaurant’s brand personality as perceived by the customer. The study involved two phases: The study primarily focused on development of the BPC scale in specific relation to the Banking Industry. Phase II included testing the relationship between BPC and post purchase evaluation, which specifically focused on Trust, Satisfaction and Brand Loyalty.

A tested and validated survey instrument was used to collect primary data from 400 Indian banking customers who had multiple bank accounts. Structural equation modeling was used to test BPC as an antecedent of the post-purchase evaluations of trust, satisfaction, and brand loyalty. Results indicated strong positive relationships, which suggested that higher congruence with the brand’s personality results in increased trust and brand loyalty. BPC had the greatest direct effect on trust and brand loyalty and indirect effects on Satisfaction through trust.