



The connection between the personality of a brand and the sense of identification with brand

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Abstract

Over the past two decades, brand loyalty has become an important marketing idea. More research is needed to better understand the many components of brand equity, according to literature that focuses on the consumer-brand connection. Therefore, the purpose of this research is to add to the current amount of knowledge by analyzing the impact of relationship factors on consumers' perceptions of brand equity. The research confirms that in the service sector, brand equity is most affected by consumers' levels of brand loyalty, brand identity, trust, brand personality, and brand awareness. This is the first research to examine the impact of several relationship characteristics, as well as variables connected with identity and personality, on the value of brands for service sector firms. As such, brand managers need to understand why it's crucial to effectively convey the brand's unique selling points.

Keywords: Brand personality, brand identification, brand loyalty, and the relationship between brands

Introduction

The establishment of a reliable mechanism for handling client complaints and resuming interrupted services is one of the most serious issues in e-commerce advertising. However, there is a lack of systematic research on how service recovery satisfaction, brand personality, and consumer-brand identification (CBI) influence consumers' propensity to engage in digital brand loyalty and purchase behaviour. Two moderating elements have received little attention: Word-of-mouth (WOM) and client inertia [1]. Brand awareness is the key to building lasting relationships with customers. But few studies have looked at the role that identification plays in shaping favourable impressions of a tourist destination [2].

Brand Personality

A brand's personality consists of its distinct and enduring mental, emotional, and behavioural traits. When describing your brand's personality, think of it as if it were an individual. Brands, like individuals, have distinguishing characteristics that originate in the way they interpret the world. A powerful brand will always be true to itself and be consistent in its presentation of these qualities. Brand personality, often called personality branding, is crucial to brand strategy since it guides both brand visuals and brand communications. The finest brand personas are likeable and memorable in their own right, like Apple's reputation as a hip, minimalist creative type or REI's as a daring and adventurous adventurer.

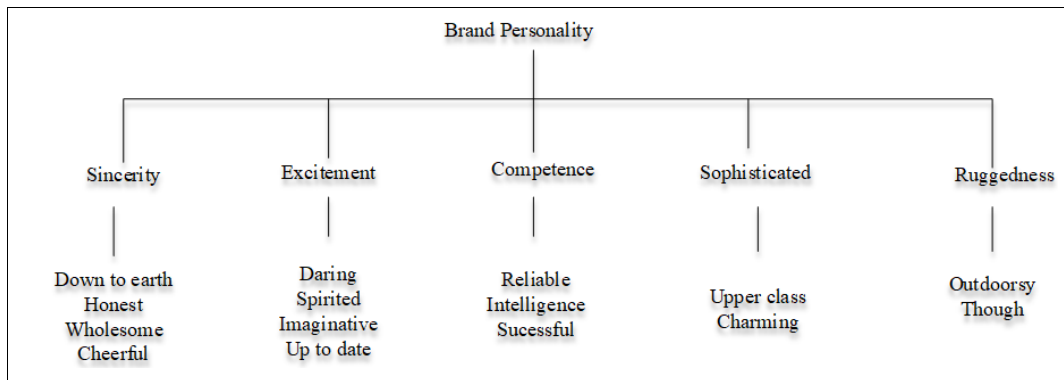


Fig 1: Behaviors of brand personality

Brand Loyalty

When everything else fails in marketing, a devoted customer base may still bring in money for a business. Brand-loyal consumers are the source of the most effective word-of-mouth advertising. It has been shown that devoted clients are a major source of revenue for many companies. There are several examples of businesses whose goods failed spectacularly because they disregarded the opinions of their target audience. Following the Pareto Principle, which claims that 20% of your present clients will generate 80% of

your future income, you should prioritize developing deep connections with your clientele.

10 Excellent Examples of Brand Loyalty Apple

This titan of business isn't at the top of its game for nothing. According to the data, 90% of current iPhone owners want to purchase another iPhone when it is time to update. That's because Apple has succeeded in creating a brand that appeals to its customers' sense of pride. They internalize the

company's ethos of premium quality, social prestige, and streamlined design.

Nike

"The slogan "Just Do It" has become the most famous catchphrase in history. Also among the most faithful consumers is Nike. Michael Jordan is the most well-known of the many notable athletes that have partnered with this organization. The success of this company is largely dependent on the goodwill of its numerous "brand ambassadors".

Starbucks

In case you haven't noticed yet, a mug of coffee at Starbucks costs far more than at most other cafes. There is still a long queue there daily. That's because the My Rewards at Starbucks program is so appealing to consumers. They provide free refills, discounts, and app ordering to save you time. They emphasized happy customers, and it shows.

Dunkin Donuts

Because of their reliability, high quality, and speedy delivery, these tasty doughnuts have grown into a massive business. Additionally, users may place orders using the app. Additionally, a digital incentive scheme was launched. And who could say no to the irresistible "Do you Dunkin'?" slogan?

Sephora

For years, this brand has been one of the most popular in the cosmetics market, where competition is notoriously high. Their widespread application is the key to their success. They claim to be a one-stop store for all things related to beauty, and they stock a wide variety of brand names. In addition, Sephora features a robust membership loyalty program that rewards customers with free products and coupon cards.

Ben and Jerry's

Ben & Jerry's has been at the very top of the food industry for a long time because of their three-step process. The first is that they have interesting and adaptable tastes. Second,

they have unique and memorable titles for their products. Furthermore, the firm has a strong commitment to traditional values, such as the humane treatment of animals used as sources of the components in their goods.

Lululemon

The Lululemon brand of yoga pants is quite popular. How did they succeed in the crowded leggings market by establishing a devoted customer base? They host regular festivals, distribute international "ambassadors," and provide yoga courses at no cost. In doing so, they have established themselves as a go-to resource for all everything yoga-related.

Amazon Prime

Customers can find almost anything they need at Amazon. They may have it delivered to their door in little more than two days if they have Amazon Prime. Plus, the monthly cost is just \$13. Certain goods are discounted only for Prime members. Amazon's unlimited picture storage and ad-free music in-app are just two additional ways the company delights its customers.

Chick-Fil-A

This company takes a somewhat unique strategy compared to other businesses on this list. Brand loyalty is a result of the company's efforts to show appreciation for its workers and the community. Workers at Chick-Fil-A are never too busy to smile and are always upbeat and enthusiastic. The team members have the day off on Sundays and the money is given to charity. It's no surprise that child-rearing households make up the bulk of their clientele, given that this is the target demographic of the company's advertising.

Coca-Cola

Here we have yet another dominant brand in its industry. Coca-Cola employs a wide variety of marketing methods, but the one that has maintained it at the top for decades is the mastery of nostalgia. Reminding consumers of ideals they share with people all around the globe is a certain method to increase brand loyalty.

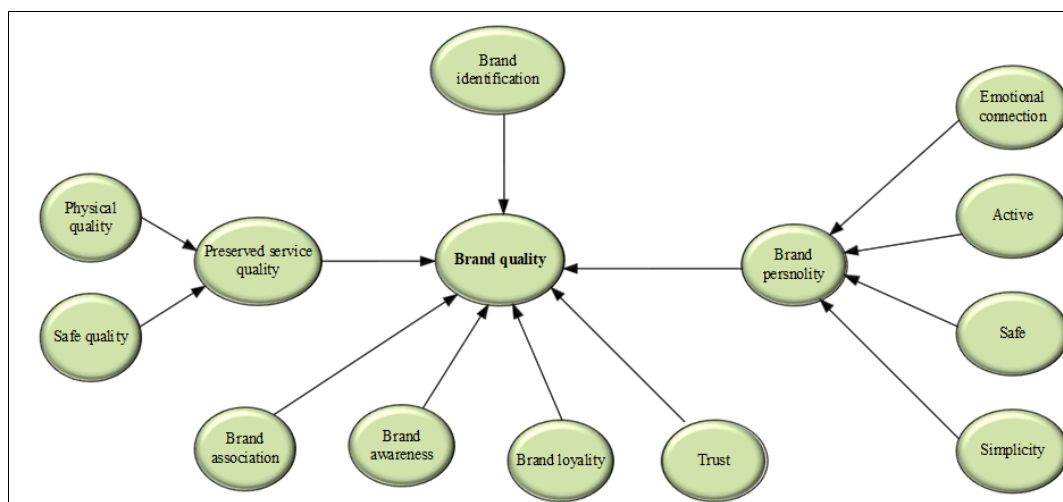


Fig 2: A typical brand identity and brand persona Venn diagram

Over the last two decades, brand equity has emerged as a key concept in marketing strategy. According to the research on consumer brand connections ^[3], more study is required to fully comprehend the many parts that make up brand equity. Having a favourable impression of a brand is

crucial to its success since it influences purchases. Recent years have seen a rise in research examining the elements that drive loyalty to brands in the sports sector; nevertheless, the effect of social media factors has been mostly disregarded in favour of analyzing the experience of the

brand, the personality of the brand, and client happiness ^[4]. Athletes in today's media-saturated culture are "a societal sign, holding symbolic meaning and principles of philosophy, which express connections between distinct characteristics, inviting desire or attention; a symbol for nation fame, based in the body, style, and individual style" ^[5]. To effectively manage an apparel brand, it is necessary to create a unique brand image that encompasses a unique brand personality. When people shop for apparel based on who they are, they may have strong attachments to the labels they choose ^[6]. A brand's unique character is directly related to its visibility in the marketplace, its ability to forge an emotional connection with its intended consumers, its capacity to bring in new business, and its overall success. Subtlety, adequateness, and contextual exposure make product placement an efficient tool for establishing a brand's identity. ^[7].

Our research makes use of these theories to better understand the significance of brand recognition. Many consumers want to make a statement or improve their image by purchasing certain brands. Their level of identification with the brand indicates how much they feel the brand reflects and enriches who they are. Our work primarily investigates the following topics.

How do people in Korea identify different mobile phone brands with different types of personalities?

What effect does a brand's character have on customer devotion? The third option is divided into three sections

- What characteristics of brand personalities contribute to a product's uniqueness, appeal, and self-expression?
- Does a likeable brand personality contribute to stronger brand loyalty?
- Does familiarity with a brand increase loyalty to it and word-of-mouth endorsements?

Businesses and academics alike will find this research to be of great value. In the business sector, research like the one presented here is intended to inform corporate advertising and shop design plans. It will also shed light on how consumers may leverage a brand's personality to express themselves and set themselves apart from competitors. Elements of brand personality have been the focus of academic research for some time now. This research goes beyond this identification by analyzing the impact of a brand's personality on customer loyalty from the perspective of social identity.

Here we establish some ideas and then conduct a selective assessment of the research on the personality of brands and social identification, two crucial topics. The theoretical underpinnings of this study are also outlined for the reader. Then, the details of experimental research combining advertising and social psychology are provided. Implications for theory and management, as well as suggestions for further study, are discussed.

Related Work

In ^[8] study examines the relationship between the relative brand awareness of rival brands in identical market categories and the effect of the brands' personalities on consumer loyalty. 1,651 participants from the United Kingdom, France, and Germany participated in the poll. According to the findings, personality traits that are associated favourably with client brand loyalty vary greatly amongst mobile phone providers. Relative brand identification not only positively affects consumer loyalty

but also moderates the relationship between brand persona and loyalty.

In ^[9] Authors examined the effect of brand image on branded asset management by drawing on the concept of consumer identification with a brand. The cell phone, a must-have in this day and age, took centre stage. To explain why certain people get so attached to a particular brand, the authors develop a theoretical model. Essential elements of this framework include the attractiveness of the organization's personality, the originality of that brand's personality characteristics, the self-expressive value of a brand's personality, favourable consumer reporting, and brand loyalty. The data supported the hypothesis that there is a positive relationship between a brand's attractiveness, its originality, and its expressive power. Consumers' feelings of loyalty to a brand were profoundly affected by these links. In addition, familiarity with the brand impacted advocacy from satisfied customers. The limitations of the study, potential directions for further investigation, and theoretical and managerial consequences are all discussed.

In ^[10] study established a research strategy and tested 14 hypotheses. Four hundred and fifty-one internet users in Taiwan were questioned online to generate the data since they would have first-hand experience with service grievances and effective service recovery efforts. Research indicates that brand identity and CBI are of greater significance than customer satisfaction itself in influencing customers' loyalty and subsequent behaviour change intentions. While word-of-mouth, or WOM, is a helpful moderator that may increase the impact of brand loyalty on repurchase intent, consumer inertia acts as an antagonistic moderator that can dampen the strength of the motivation to act. This study's results imply that establishing brand personality through CBI is vital to the service's recovery process, especially for customers with reduced inertia and stronger WOM.

In ^[11] Researchers investigate the relationship between personality compatibility and loyalty to a brand. We propose a theoretical framework and test it on a sample of German car owners in this investigation. It was shown that the identities and reputations of brands affected consumer commitment to such brands. It was also shown that although brand personality consistency and reputation do influence brand loyalty directly, they are only somewhat attenuated by their impacts through brand identification. The findings have important managerial and philosophical consequences.

Applying the principles of recognition of brands theory to the world of sports teams, in ^[12] research seeks to understand what factors such as the team's character, the extent to which fans connect with the squads, and the period that they supported the team have an effect on fan loyalty. Methodology/approach: The authors conducted a statistical fan survey in Finland just before the playoff games of one ice hockey club. A total of 1,166 responses were used to compile this data. The authors make three primary findings from their study: Three things are true about newer fans: First, the brand's personality has a higher effect on their attitudes and behaviours; second, brand personality is a bigger source of recognition for newer supporters; and third, brand character has a more potent influence on their identification with the brand. These findings demonstrate the power of the sports brand's personality in shaping consumer attitudes and behaviours.

In ^[13] study's overarching objective was to clarify the role that brand identity plays in mediating the connection between the fashionable personality of the brand and loyalty among customers. Two hundred nineteen (219) women

were polled regarding their exposure to high-end designer brands when shopping. Factor analysis and multiple regressions were used to examine the data. The results of this inquiry are detailed below. Consumers' attitudes about eight factors—status, visual appeal, developments, relaxation, physical activity, personal achievement, enjoyment, and relationships—make up their fashion brand image. Second, a customer's brand loyalty is influenced by how much they feel a connection to the brand. Thirdly, a fashion label's distinct personality greatly influences whether or not customers will remember and identify it. Recognition and devotion are particularly sensitive to the fashion brand's character, which places a premium on status, appearance, trends, and individual accomplishment. Brand loyalty was affected both directly and indirectly by the fashion brand's emphasis on status, appearance, trends, and individual achievement.

The authors of [14] looked at the effects that consumers' preconceived notions of one another's personalities have on their enjoyment, CBI, and involvement in a brand, and on their commitment to that brand. We looked at how social identity theory may affect coffee shop businesses and how customers relate to different brands. Validation of the model using data from a survey of 743 customers revealed that individual differences in personality traits had a significant impact on customer loyalty and CBI. Customer satisfaction led to an uptick in CBI, engagement, and loyalty to the brand. CBI had a considerable effect on both engagement and brand loyalty. Brand loyalty was shown to correlate with consumer participation. Furthermore, the relationships between these parameters were influenced by the kind of organization (i.e., independently held vs franchised).

In [15] According to these findings, brand identity is driven by a consumer's congruence with the destination's values and trust in the destination's ability to deliver on those values, with advocating and loyalty serving as byproducts. We tested our hypotheses using data from 342 foreign tourists who visited the renowned Indian tourist destination of Dharamshala. The results of a structural equation modelling study show that a great vacation experience increases the likelihood that a visitor would return to a place if they feel a connection to the brand associated with that region. Furthermore, it is shown that customer endorsement

and loyalty to a location are strongly predicted by destination trust. There are major theoretical and practical ramifications of this study.

Objectives of the Study

- To learn how sensory impressions affect consumer commitment to a certain brand.
- To ascertain how emotional resonance relates to consumers' commitment to a particular brand.
- To ascertain how exposure to higher-level thought processes influences consumer commitment to a particular brand.
- To ascertain the impact of past behaviour on brand loyalty.
- To determine the level of brand loyalty among millennials and the motivations behind that devotion or lack thereof.
- To learn more about millennials' brand loyalty in the apparel business and how they shop.
- Look at what aspects of the fashion industry's brand experiences contribute to customer loyalty.
- To study the relationship between fashion sector consumer happiness and brand loyalty.

Research Design

The researcher's study design is the overarching plan for implementing the specific collection, analysis, and presentation of data. Through careful preparation, researchers may zero in on the most effective research techniques for their subject and set their research up for success. What this means is that the research challenge will dictate the techniques and processes used to gather and analyze data on the relevant variables. Descriptive, correlational, semi-experimental, experimental, review and meta-analytic designs are all examples of study types; research problems, theories, variables that are independent and dependent, experimental design, data collection methods, and a statistical analysis plan are all examples of study subtypes. To find information relevant to a study project, experts develop search designs. The model of the connection between brand personalities with brand loyalty identification is shown in Fig.3.

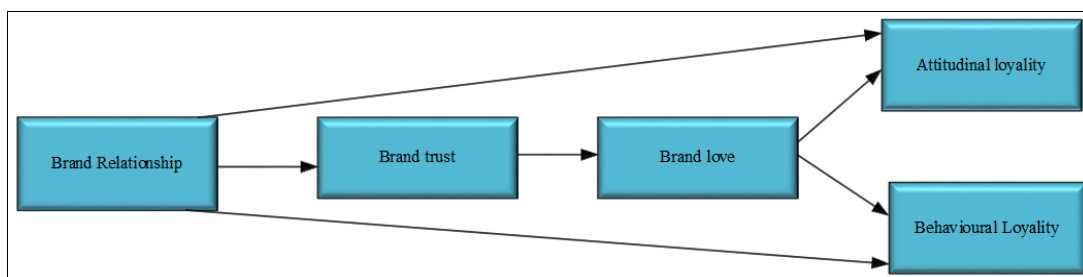


Fig 3: Research Model

5. Data Samples

It's not always feasible to get information from every member of a population under study. Instead, a sample is chosen at random. People who will take part in the study constitute the sample. The selection of a sample that is comparable to the total group is crucial for the reliability of your findings. Two distinct sampling strategies exist.

- Using probability sampling, in which samples are selected at random, it is possible to conclude the whole population.

- To acquire preliminary data quickly and conveniently, non-probability sampling employs non-random selection determined by convenience or other factors.

We'll be using a technique called "probability sampling," which involves selecting samples at random.

- 185 people filled out the survey, therefore their data is representative of the whole.
- Sampling takes place all around India. We are collecting primary data for this project by distributing an online survey to several locations in India.

6. Questionnaire Analysis and Results

A Likert scale was utilized in the development of a questionnaire that was sent out to close friends and family members. The study's ultimate sample size, after data

collection, was 185; the data were analyzed using a straightforward percentage technique; the study's stated objective was to determine whether or not the current pandemic has affected consumers' brand loyalty.



Fig 3: Do you only branded product

From the data shown above, we can infer that 58.9% of consumers will only purchase a name-brand item if it guarantees a high level of quality. Many consumers (23.8% to be exact) are so committed to a certain brand that they

refuse to shop anywhere else. And just 2.2% of consumers choose generics instead of name brands. Do you have a brand that you always buy from?
185 responses

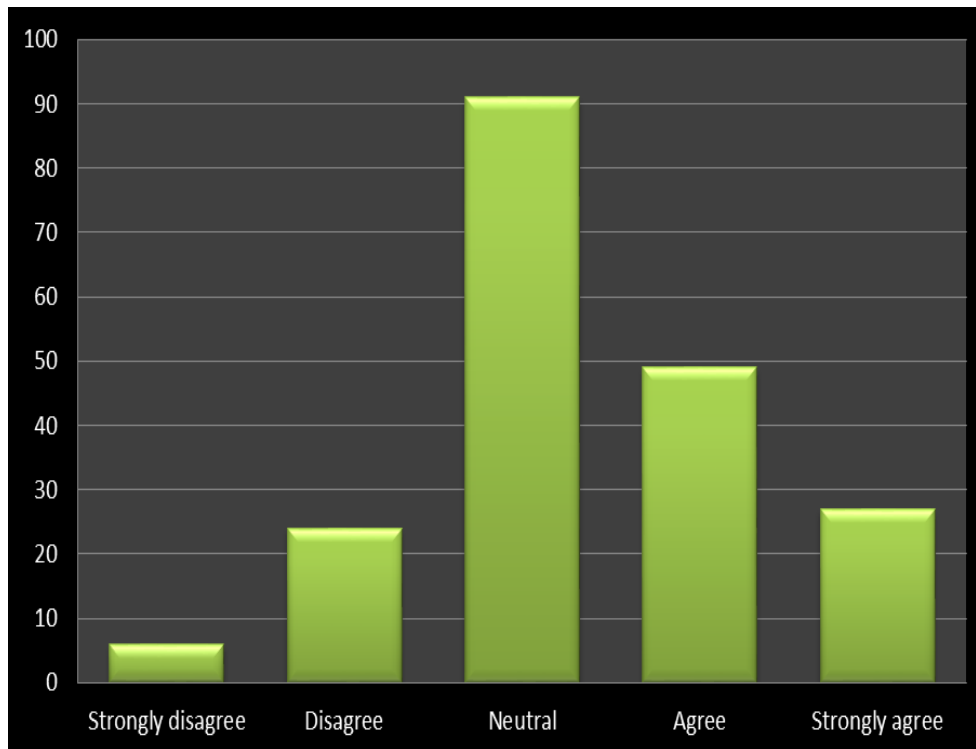


Fig 4: Do you have a brand that you always buy from?

The above chart demonstrates that many consumers are content to remain faithful to a single brand. They are the most likely to abandon a brand in favour of another if anything goes wrong with their current one. Furthermore, there will always be brand loyalists who refuse to switch to a different product. They account for 41.1% of all brand-loyal consumers.

7. Conclusion

We hope that the corporation will utilize the information presented in this document to inform future investigations. To get a full picture of brand loyalty, it's recommended that further research be conducted in rural areas of India. This will help the company understand how loyal its customers are to various brands. It is also suggested that businesses pay attention to their consumers' purchasing habits and

levels of happiness since this will help them hold on to regular customers and convert infrequent buyers into brand devotees.

To stay in touch with their clientele, businesses should start offering a wider range of sizes and designs inspired by the latest runway fashion shows. As a bonus, it will foster profound brand loyalty in both current and potential buyers of your clothing line.

Finally, since consumers are more literate and open to being influenced by a variety of schemes supplied by clothing brands, more information about their products must be sent via all available channels. Therefore, businesses need to take adequate measures to ensure continued patronage.

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