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Dimensions of Customer Personality: Impulse Buying Behaviour towards the Food and Beverage Brands

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Abstract: The current study aims to measure the factors affecting the customer personality, or the dimensions of the customer personality who showed impulse buying behaviour. The study was conducted on a sample of 666 consumers of selected food and beverages brands, out of which only 522 responses were used for data analysis, after checking the normality of the data by applying outliers test. The area of the study was limited to Haryana state, and mode of data collection was either online through emails or by posting questionnaire link on social media platforms, or in person. The five components derived from the factor analysis represent the five types of personality traits namely; openness, extraversion, neuroticism, conscientiousness, and agreeableness. Out of all the five types of personality traits, people were mainly having agreeableness kind of personality, followed by the openness. While, the extraversion trait is least based on the mean value and conscientiousness trait is moderate among the consumers.

Keywords: Customers, Customer Personality, openness, extraversion, neuroticism, conscientiousness, and agreeableness.

I. INTRODUCTION

Etymologically speaking, personality originates from the Latin word 'persona' that was used to denote the masks actors wore in Greek and Roman theatre. Personality in itself is an abstract concept that exists through derivation from behaviours, thoughts, etc. It helps to differentiate two individuals based on certain characteristics. Alternatively, it may also help out to find out the similarities between individuals (Nemati and Vazirzanjani, 2015). Owing to different factors, there is no universal definition of personality. According to Martin (1998) personality refers to the 'individual variants.' Hilgard provided a definition that states personality as "...behaviour patterns and ways of thinking that will determine how an individual adapt himself to the environment..." The author further states that it might be operational in predicting individual behaviour. Fiske in the year 1971, defined personality as "...the consistency of interaction towards a person's internal and external stimuli." Allport (1937) on the other hand, states that personality is "...dynamic organisation within the individual of those psychosocial systems that determine his unique adjustment to the environment." Personality has been the most extensively described with the help of trait theories. According to these theories, personality comprises traits and characters (Nemati and Vazirzanjani, 2015). These traits have been found to influence buying behaviours in consumers. Pervin and Cervone in the year 2010, have defined personality as psychological attributes of an individual that provide comprehension of the typical and durable patterns of thinking, feelings, and behaviours. These attributes are accountable for the consumer behaviour specific variance (Mowen, 2000) as well as in the prediction of purchasing behaviours (Schul and Crompton, 1983). In this light, Schiffman and Kaunak (2007) defined personality as "...inner psychological characteristics... that influence a person's product choice."

II. REVIEW OF LITERATURE

Goldsmith and Goldsmith (2020) studied the relationship between brand personality and brand engagement. The brand chosen for the study was the North Face brand of clothing. The study wanted to determine how the personality dimensions of the brand as perceived by consumers affected their engagement. Online survey based on a 7-point Likert scale from 132 college students from a south-eastern U.S. university was utilised for data gathering. Confirmatory factor analysis with the help of AMOS software was used to interpret the data. Moreover, descriptive statistics, correlation and regression analysis as well t-tests were administered. The results suggested that there existed a relation between brand personality and brand engagement which influenced attachment of consumers to certain brands. This was supported by research findings of Maehle et al. (2011). North face scored high on the qualities – active, simple, down to earth and stable, the results implicated. This study was the first to use the Geuens et al. (2009) scale. General brand engagement was seen to relate weakly to the North face engagement. Amraei and Tirtashi (2020) conducted a primary research study to determine how responses of consumers are affected by dimensions of brand personality. A sample of 192 college students were selected for the study from southwestern university in Iran. The data was collected through the experimental method with a one-way MANOVA research design. The data collected was analysed with one-way ANOVA. The findings indicated that stimulus material enclosing data about a product's physical qualities and its brand personality is connected with higher brand attitudes and buying intentions. Strong brand personality was also seen to enhance brand equity. For product categories that cannot be distinguished otherwise, brand personality was implicated to have an important role. The study pointed out that respondents viewed personalities of brands to be multifaceted like human dimensions. Regardless of the treatment conditions, competence was perceived to be the most important dimension. The findings were explained through research of Lovelock (1984). Duong (2019) conducted a study to examine how purchase intentions of customers were impacted by brand personality. A theoretical framework that reveals the association between brand personality and buying intentions was constructed with moderating factors such as brand loyalty, trust and self-concept and therefore included 6 hypotheses. In order to delineate the factors responsible for purchase intentions in consumers, quantitative method with a deductive approach was employed. The sample size chosen for the study was 227 which included individuals from 41 nationalities around the globe. The primary data was collected with the help of an online self-administered questionnaire and measure with 7-point Likert Scale. The data was interpreted with SPSS software. The results indicated that consumers had preference for brands that exhibited the traits of exciting, sophisticated and competent. The positive influence of brand personality on buying intentions was implicated. The results showed that consumers preferred a brand they trusted. A quantitative study investigating the 'impact of brand personality on consumer behaviour' (such as loyalty, word-of-mouth, etcetera) with special reference over brand love dimension by Bairrada, Coelho and Lizanets (2019). The study was conducted over Portugal citizens aged between 18 to 67 years. They collected 478 responses from the administered survey. The sample data was collected conducting the snowball technique and were analysed using smart-pls statistical software. Their findings showcase that brand personality does exert a compelling influence on brand love. As proposed by Aaker et al. (2004). Moreover, the significance of brand personality on consumer behaviour was found to be consistent like in past studies. Furthermore, their study contributed to discover a new nexus that is customer's love towards a brand and positive idle talk goes hand in hand. However, the researcher calls for further investigation by exploring different dimensions of consumer behaviour to bridge the gaps in the literature. Vazifehdoost and Makhani (2017) administered a study to analyse how store loyalty was impacted by brand personality in Iran's food industry. The objective was to find out how trust and attitude towards the brand mediated with the five factors of personality and most importantly loyalty towards the retailer. The primary data of the study collected data from a total of 230 respondents between the ages of 20-35 in Iran focusing on the retailer – Yaran Daryan through the use of natural experiment. The data was interpreted with the use of partial least square analysis (PLS). The results obtained pointed out that the retailer personality characteristics like conscientiousness and agreeableness are affected by brand trust and attitude of the consumers. Trust and attitude have been seen to impact loyalty but retailer personality has not significant influence. These conclusions were harmonious with the findings of Brengman and Willems (2009) and Das et al. (2013).

III. OBJECTIVE

The study aims to measure the factors affecting the customer personality, or the dimensions of the customer personality who showed impulse buying behaviour.

IV. RESEARCH METHODOLOGY

The present study is basically aiming to measure the customer personality. The study was conducted on a sample of 666 consumers of selected food and beverages brands, out of which only 522 responses were used for data analysis, after checking the normality of the data by applying outliers test. The area of the study was limited to Haryana state, and mode of data collection was either online through emails or by posting questionnaire link on social media platforms, or in person.

V. DATA ANALYSIS AND INTERPRETATION

Big five inventory scale was used in the study, which is standard scale. But in this study, as the scale was used on a different set of consumers buying specific food and beverage brands, hence the factor analysis was applied to derive and confirm the personality traits of these consumers as per the standard scale. As there were total 44 statements in the questionnaire, exploratory factor analysis was used to extract the latent factors of consumer personality using factor analysis.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.919
Bartlett's Test of Sphericity	Approx. Chi-Square	42836.321
	df	946
	Signi.	.000

KMO test is the first step to test the adequacy of the sample used in the analysis for applying factor analysis, here both the adequacy of the sample respondents and the number of variables is tested to prove that whether the data is suitable for the factor analysis or not. This is called preliminary testing of the data before applying the factor analysis. The value of KMO was 0.919, which is very high and nearer to 1 which makes the data suitable for the factor analysis. Further, the Bartlett's test also found the data suitable for the factor analysis, as the chi-square came with a significant result i.e. 42836.321 ($p=0.000$).

Communalities		
	Initial	Extraction
Are you talkative	1.000	.885
I am not reserved	1.000	.880
I am energetic all the time	1.000	.848
I am enthusiastic	1.000	.884
I am not quite in nature	1.000	.864
My personality is assertive	1.000	.826
I am not shy or inhibited	1.000	.927
I am sociable	1.000	.849
I never try to find faults of others	1.000	.810
I am very helpful and not self-centred	1.000	.836
I never fight with others	1.000	.867
I always forgive others	1.000	.872
I am trust worthy	1.000	.878
I am not cold or aloof	1.000	.852
I am kindly and considerate in nature	1.000	.882
I am never rude to others	1.000	.851
I am cooperative	1.000	.860
I always perform my job thoroughly	1.000	.837
I am very careful	1.000	.793
I am reliable employee	1.000	.831
I am very organized	1.000	.763
I am very active	1.000	.776
I keep on doing the work till it gets finished	1.000	.825
I am effective employee	1.000	.797
I make proper planning and implement it	1.000	.797

I am very focused	1.000	.791
I feel depressed	1.000	.873
I always remain stress free	1.000	.826
I am tensed	1.000	.876
I take tension of things	1.000	.864
I am emotionally unstable	1.000	.847
I am not moody	1.000	.856
I can't remain calm in tensed environment	1.000	.895
I get nervous	1.000	.907
I always try to come up with innovative ideas	1.000	.875
I am curious about knowing things	1.000	.925
I am ingenious and thinks deeply	1.000	.896
I am very imaginative	1.000	.757
I am inventive	1.000	.829
I give value to the aesthetic experiences	1.000	.853
I don't prefer routine work	1.000	.805
I always play with new ideas	1.000	.843
I am artistic	1.000	.816
I am sophisticated in literature, art or music	1.000	.860
Extraction Method: Principal Component Analysis.		

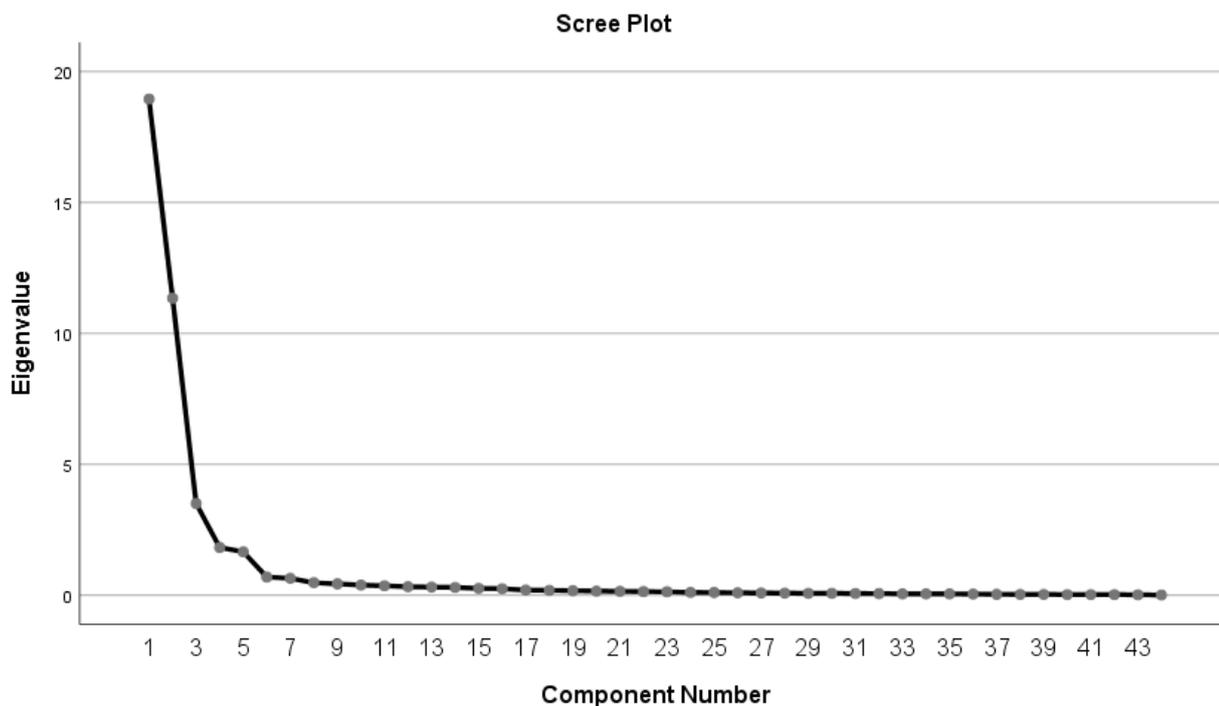
Communalities table has been generated by applying Principal Component Analysis method, while applying the exploratory factor analysis in the SPSS. Communalities is the variance caused by each factor in each variable. Table shows that highest extraction was above 0.90, for the items “I am not shy or inhibited”, “I am curious about the knowing things”, and “I get nervous”. The least extraction was noticed for the items, “I am very imaginative”. Not for a single item the extraction value came below 0.70.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	18.949	43.065	43.065	18.949	43.065	43.065	9.747	22.153	22.153
2	11.344	25.782	68.847	11.344	25.782	68.847	7.755	17.626	39.779
3	3.505	7.966	76.813	3.505	7.966	76.813	7.066	16.060	55.839
4	1.826	4.151	80.964	1.826	4.151	80.964	7.005	15.921	71.760
5	1.658	3.768	84.732	1.658	3.768	84.732	5.708	12.972	84.732
6	.694	1.578	86.311						
7	.647	1.471	87.781						
8	.478	1.086	88.867						
9	.434	.987	89.855						
10	.390	.887	90.742						
11	.359	.817	91.559						
12	.324	.737	92.296						
13	.313	.711	93.007						
14	.299	.679	93.685						
15	.261	.594	94.279						
16	.246	.560	94.839						
17	.199	.452	95.291						
18	.185	.421	95.712						
19	.174	.395	96.107						
20	.157	.356	96.463						
21	.152	.345	96.808						
22	.140	.319	97.126						
23	.132	.300	97.426						
24	.109	.248	97.674						
25	.103	.235	97.909						
26	.092	.209	98.117						
27	.088	.201	98.318						
28	.078	.178	98.497						

29	.074	.169	98.665						
30	.071	.161	98.826						
31	.068	.154	98.980						
32	.062	.140	99.120						
33	.054	.123	99.242						
34	.052	.117	99.360						
35	.050	.113	99.473						
36	.044	.099	99.572						
37	.034	.078	99.650						
38	.032	.072	99.722						
39	.031	.069	99.792						
40	.024	.055	99.847						
41	.023	.052	99.898						
42	.022	.049	99.947						
43	.015	.035	99.982						
44	.008	.018	100.000						

Extraction Method: Principal Component Analysis.

Total components were 44 in the factor analysis, where only five components have shown the eigen value above the 1, while rest all 39 components have shown eigen value less than one, hence only five factors can be derived from the 44 components. All 44 statements can be reduced to five factors, which are heterogenous in nature, but the statements under these factors were homogenous in nature. After applying the rotation over the data, the rotated solution provides that total explained variance by these five factors was 84.532 percent, and remaining 16 percent was termed as unexplained. The highest variance was 22.153 percent explained by first factor, followed by second factor (17.626) while least variance explained by the fifth factor i.e. 12.972 percent only.



Factors to be retained in the solution can be visualize using the scree plot, which clearly indicates the eigen values and the number of components on y and x axis respectively. Number of components having eigen value above one to be retained in the solution, while rest all can be ignored. The elbow starts with the component when the eigen value start declining even below the one, and represent that total components which can form the factors should be above the point from where elbow started in scree plot. In the above scree plot, the elbow starting from the sixth component, hence total five factors to be taken for the consumer personality traits.

Component Matrix					
Component	1	2	3	4	5
I am curious about knowing things	.917	.156	.027	-.239	.029
I am not shy or inhibited	.916	-.037	-.066	.209	.197
Are you talkative	.899	-.063	-.081	.130	.224
I always try to come up with innovative ideas	.898	.160	.058	-.199	-.034
I keep on doing the work till it gets finished	.892	.058	-.007	.053	-.151
I am not reserved	.885	-.073	-.046	.222	.198
I am sophisticated in literature, art or music	.878	.147	.029	-.259	.008
I am very focused	.860	.031	.046	.183	-.124
I am very careful	.852	.040	.044	.176	-.181
I am not quite in nature	.850	-.028	-.055	.257	.266
I am inventive	.838	.163	.041	-.312	.043
I am artistic	.832	.142	.035	-.277	.164
I am sociable	.827	-.035	-.133	.104	.367
I am energetic all the time	.822	-.108	-.076	.329	.215
I am enthusiastic	.817	-.066	-.078	.215	.401
I am ingenious and thinks deeply	.816	.156	-.019	-.377	.251
I give value to the aesthetic experiences	.811	.171	-.024	-.396	.092
I am reliable employee	.808	.139	.151	.006	-.369
I am very imaginative	.808	.152	.054	-.278	-.033
I always play with new ideas	.807	.172	-.010	-.402	-.021
I always perform my job thoroughly	.805	.119	.132	.085	-.387
My personality is assertive	.805	-.064	-.037	.317	.268
I am very active	.797	-.001	.015	.249	-.279
I am effective employee	.788	-.002	.066	.314	-.270
I don't prefer routine work	.769	.198	.006	-.374	-.187
I am very organized	.765	-.015	.085	.291	-.291
I make proper planning and implement it	.699	.170	.169	.082	-.494
I never fight with others	-.041	.845	-.388	.000	-.016
I am very helpful and not self-centred	-.041	.844	-.346	.023	-.037
I am trust worthy	-.046	.830	-.432	.020	-.007
I am cooperative	-.092	.824	-.412	.044	-.009
I am never rude to others	-.110	.822	-.398	.064	-.041
I get nervous	-.137	.819	.458	.048	.070
I always forgive others	-.080	.817	-.444	-.017	.015
I can't remain calm in tensed environment	-.115	.808	.467	.068	.086
I never try to find faults of others	-.062	.805	-.387	.041	-.082
I am tensed	-.121	.796	.466	.067	.073
I take tension of things	-.121	.791	.465	.062	.064
I am kindly and considerate in nature	-.083	.786	-.499	.072	-.066
I am not cold or aloof	-.091	.785	-.472	.059	-.031
I am not moody	-.149	.780	.467	.043	.081
I feel depressed	-.137	.778	.491	.067	.057
I am emotionally unstable	-.175	.766	.469	.033	.094
I always remain stress free	-.123	.760	.467	.043	.113
Extraction Method: Principal Component Analysis.					
a. 5 components extracted.					

Rotated Component Matrix					
	Component				
	1	2	3	4	5
I give value to the aesthetic experiences	.861	.068	.281	-.003	.168
I am ingenious and thinks deeply	.859	.044	.391	.016	.054
I always play with new ideas	.856	.068	.205	-.010	.253
I am inventive	.816	.025	.306	.036	.260
I am curious about knowing things	.814	.031	.385	.018	.335
I don't prefer routine work	.803	.092	.096	-.001	.377
I am sophisticated in literature, art or music	.799	.025	.339	.012	.324
I am artistic	.791	.008	.398	.041	.176
I always try to come up with innovative ideas	.769	.022	.355	.039	.394
I am very imaginative	.765	.018	.262	.033	.318
I am kindly and considerate in nature	-.015	.924	-.025	.163	.011
I am not cold or aloof	-.009	.903	-.019	.187	-.021
I am trust worthy	.060	.903	-.007	.242	-.025
I always forgive others	.063	.900	-.031	.227	-.076
I am cooperative	.011	.889	-.021	.258	-.034
I never fight with others	.080	.884	-.025	.280	-.017
I am never rude to others	-.017	.882	-.041	.266	-.008
I never try to find faults of others	.027	.862	-.052	.250	.038
I am very helpful and not self-centred	.064	.858	-.029	.308	.013
I am enthusiastic	.407	-.055	.827	-.095	.152
My personality is assertive	.319	-.065	.793	-.074	.294
I am not quite in nature	.397	-.032	.784	-.073	.294
I am energetic all the time	.311	-.067	.782	-.140	.340
I am sociable	.495	.000	.754	-.130	.133
I am not shy or inhibited	.469	-.033	.753	-.108	.357
I am not reserved	.435	-.070	.743	-.113	.348
Are you talkative	.512	-.048	.718	-.138	.294
I can't remain calm in tensed environment	.012	.284	-.048	.901	.007
I get nervous	.012	.299	-.081	.901	.000
I feel depressed	-.008	.248	-.080	.897	.021
I am tensed	.007	.277	-.059	.892	.014
I take tension of things	.009	.274	-.067	.885	.018
I am not moody	.003	.264	-.083	.883	-.016
I am emotionally unstable	-.008	.252	-.095	.879	-.043
I always remain stress free	.020	.245	-.048	.873	-.030
I make proper planning and implement it	.408	.015	.111	.100	.780
I always perform my job thoroughly	.475	-.011	.242	.045	.742
I am effective employee	.286	-.049	.442	-.041	.718
I am very organized	.285	-.070	.403	-.039	.716
I am reliable employee	.539	-.015	.208	.067	.702
I am very active	.337	-.018	.411	-.086	.697
I am very careful	.440	-.021	.455	-.034	.625
I am very focused	.443	-.033	.498	-.030	.587
I keep on doing the work till it gets finished	.559	.014	.432	-.069	.567
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

The five components derived from the factor analysis represent the five types of personality traits namely; openness, extraversion, neuroticism, conscientiousness, and agreeableness. Agreeableness personality traits reflects that how an individual focus more on other people interest over their own interest. These individuals were mainly cooperative, think about others, help others, trust worthy, forgive easily and considerate in nature. Extraversion personality traits makes a person enthusiastic, social, energetic, nor reserved, and these people rarely feels shy, or keep quiet. They are very talkative and of assertive personality. Neuroticism personality trait reflects the intensity of people getting tensed or stressed due to the outside factors. They are mainly termed as unstable, nervous, moody and takes the external stimuli as a stress causing factor. Openness

explains how innovative a person is, it expresses about his or her initiatives to start something new, or try something new. This type of personality, never prefer routine work, rather show their art in every task, always be curious to know about new things, show more preference towards the art, music, and literature. Individual with such personality give more weightage to the aesthetic experiences, think deeply about any matter and always come with innovative solutions. Conscientiousness personality trait reflects the personality of a person which makes them very organized in their work, goal oriented, and directed. They do proper planning, implement it, do their job thoroughly, being active all the time, focused on their goals, and keep doing hard work until they finish the work.

VI. CONCLUSION

The five components derived from the factor analysis represent the five types of personality traits namely; openness, extraversion, neuroticism, conscientiousness, and agreeableness. Agreeableness personality traits reflects that how an individual focus more on other people interest over their own interest. These individuals were mainly cooperative, think about others, help others, trust worthy, forgive easily and considerate in nature. Extraversion personality traits makes a person enthusiastic, social, energetic, nor reserved, and these people rarely feels shy, or keep quiet. They are very talkative and of assertive personality. Neuroticism personality trait reflects the intensity of people getting tensed or stressed due to the outside factors. They are mainly termed as unstable, nervous, moody and takes the external stimuli as a stress causing factor. Openness explains how innovative a person is, it expresses about his or her initiatives to start something new, or try something new. This type of personality, never prefer routine work, rather show their art in every task, always be curious to know about new things, show more preference towards the art, music, and literature. Individual with such personality give more weightage to the aesthetic experiences, think deeply about any matter and always come with innovative solutions. Conscientiousness personality trait reflects the personality of a person which makes them very organized in their work, goal oriented, and directed. They do proper planning, implement it, do their job thoroughly, being active all the time, focused on their goals, and keep doing hard work until they finish the work. Out of all the five types of personality traits, people were mainly having agreeableness kind of personality, followed by the openness. While, the extraversion trait is least based on the mean value and conscientiousness trait is moderate among the consumers.

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