

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

A Study to Identify the Components of the Brand Personality: Food and Beverage Brands

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Abstract: *The current study aims to identify the components of the brand personality in context of impulse buying behaviour of the customers towards the food and beverages. 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. Study concluded that there are total five components of the brand personality, which actually reflects the personality traits of the brand. These components or personality traits of a brand were mainly; sincerity, excitement, ruggedness, competence and sophistication. In context of food and beverage brands, consumers mostly look for the sincerity of a brand, competence and the excitement, and least focus on the ruggedness of the brand.*

Keywords: *Brand, Brand personality, Food, Beverages, Brand Loyalty, India, Haryana, Customer.*

I. INTRODUCTION

The food and beverage industry are one of those industries that has remained crucial and will continue to remain crucial for the population. It encompasses one of the most basic needs of people – food. Without food, the basic survival of mankind would be in danger. Keeping that in mind, the overwhelming importance of this industry can be easily realised. There have been various trends that have come and gone with regards to different economic, social and other factors. The food industry includes components of agriculture, food processing and distribution, regulation, research and development, marketing, and financial services. Since so many components are inclined towards this one industry, it becomes mandatory to understand the working of the industry. The attempt at understanding should not only focus on the global trends of the industry; but the Indian level should also be considered, for the scope of comparison. Moreover, focusing only on the present trends will not help researchers to identify any areas of the industry that needs to be worked on. Therefore, the necessary step would be to also predict the future trends that might come along depending on various social and economic factors.

Any industry also comes with potential marketers and consumers. Some brands have established that try to attract and engage the consumer population, standing against other equally relevant competitors. To stand out, any brand must possess certain enduring characteristics that ultimately make up the personality of the brand. The brand personality has the power to drive and lure customers based on the fact that the traits that they project are seen to be congruent by the consumers with their traits, or ones they aspire to possess. The study of brand personality thus should be mandatory to understand what traits are most appreciated by consumers and how these traits can be put to use to ensure an increase in sales. The study will also indicate the relationship of brand personality with other constructs that will enable further research.

Another construct, in close connection to brand personality, is customer personality. Oftentimes, the part that customer personality plays get ignored. It is sometimes forgotten and not taken into consideration. However, customer personality has the potential to influence many aspects of consumer behaviour and in turn, market concepts. The personality of the customer determines the kind of purchases they get attracted to. It is also the personality of the customer that establishes their preference for brands. Customers look for brands that appear to resonate with their traits or have traits that they wish to have.

II. REVIEW OF LITERATURE

Kakati and Deorah (2019) conducted a primary research study to examine the relationship between brand attractiveness and brand personality of local, national, and global brands in the Indian processed foods industry. The objective was to define the attractiveness of brands, quantifying them for three brands and finding out the association with brand personality. The three brands chosen were Purabi, Amul Taaza, and Nestle a+ nourish as the local, national and global brands respectively. The study was conducted on 250 participants residing in Guwahati, Assam. Data was assembled with a 7-point Likert scale questionnaire and interpreted with the use of descriptive statistics, exploratory factor analysis, Cronbach's alpha, Hotelling t squared, multiple regression, and one-sample t-test. The results of the study indicated that local brand enjoys brand attractiveness more than global and national brands which were consistent with the findings of Stubbs (1999), Schulling and Kapferer (2004). The qualities of easy availability, recall, and the association was implicated. The national brand although had low brand attractiveness, it has promising personality dimensions like original and reliable. The global brand, similarly, was related to significant personality traits like uniqueness. The global brand has higher brand attractiveness than the national brand. The lack of brand personality in the case of the local brand was implicated in positioning strategies. Robertson et al. (2019) studied the dimensions of brand personalities created by employees of business-to-business firms concerning social media. The study also intended to understand how these brand personalities created differences between high-rank and low ranks; high rate and low-rated brands based on reviews. Content analysis was done on 6300 written employee reviews available on social media platforms. The data were treated with Brainwatch as reference and ANOVA to spot differences in personality dimensions of differently rated and ranked brands. The findings indicated that there existed significant differences between low-rated and high-rated brands as well as employers in terms of brand personality. However, no significant relationship between business-to-business firms based on their rankings or ratings was found. Social media presence was not implicated in the rating of the brands. Wu and Chen (2019) conducted a study to find out the relationship between 3 variables namely, brand image, brand personality, and brand identification. The brand taken into consideration for the research study was Volvo. The sample consisted of 1032 respondents from 5 Taiwanese cities. The survey questionnaire was used for data collection. The analysis of data was done with structural equation modeling and confirmatory factor analysis with the help of AMOS software. The results of the study implicate that brand identification was positively influenced by brand image; brand personality positively and significantly had an impact on brand identification. However, brand personality did not exhibit any mediating effect on the link between brand identification and the image of the brand. Brand identification was found to be influenced directly by brand image and not through the personality of the brand. The brand image-identification path was seen to be more relevant and greater than the brand image-personality-identification channel. Davis, Mendez, Whelan, Mete and Loo (2018) formulated a review paper with the aim to provide criticism to the use of human personality dimensions theory to understand brand personality. They also proposed a theory based on the perception that would help to identify universally appropriate dimensions. For the construction of the review, the literature dating from 1971 to 2016 was taken into consideration. The secondary data was reviewed and treated with orthogonal rotation for re-analysis as well as a new database was analysed to test out the dimensions based on human perception theory. The study implicated the signalling theory as an underpinning for brand personality. The signals used by humans will be beneficial for the construction and maintenance of self-image and promotion to others. A number of signals like competence and sincerity have been implicated as important by research findings of Spence (1973); Wang et al. (2004) and others. Status has also been seen to be a relevant signal by findings of Fehr and Fischbacher (2003) and more. A second theory of SCM was used to specific signals that are relevant to brand imagery as well as are fundamental to

humans where warmth or sincerity, status and competence were implicated. Vazifehdoost and Makhani (2017), analysed the effects of brand personality in the context of Iranian food industry. The study was analysed through quantitative exploration and convenience sampling was employed to extract the data. The population of the study was purely the Iranian customers which visit Yaran Daryan a grocery retail store. The sample size of the population was determined using Krejcie and Morgan software, where 226 respondents were asked to fill an online questionnaire. The analysis for the research study was done through PLS-SEM statistical software. The findings of the study reveal that brand trust has a significant and positive influence on the retailer personality phenomenon 'faithfulness and elegance' are the centroid to the evolution of brand personality. The other findings which have been complemented by past studies are trust and attitude as they influence the loyalty to a brand in this study it is 'loyalty to the retailer', however, retailer personality traits do not influence these variables (e.g. Zentes et al. 2008; Willems (2011) and Das et al. (2013)).

III. OBJECTIVE

The study aims to identify the components of the brand personality in context of impulse buying behaviour of the customers towards the food and beverages.

IV. RESEARCH METHODOLOGY

The present study is basically aiming to measure the brand 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

There were total thirty-nine statements under this scale, which has been grouped under five major components as per the Aaker's Model (1970). This instrument was standardized, but used for different population, and in context of the specific food and beverage brands, hence the factor analysis was conducted to derive and confirm the components of the brand personality.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	33385.747
	df	741
	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 0.868, 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. 33385.747 ($p=0.000$).

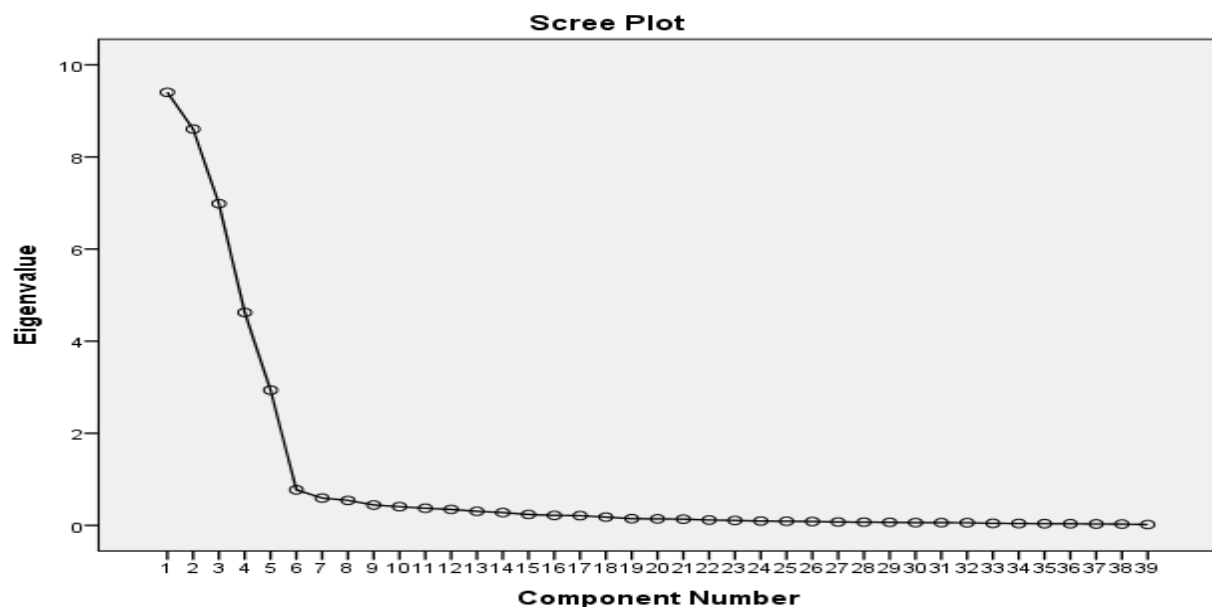
Communalities		
	Initial	Extraction
Family-oriented	1.000	.851
Small-town	1.000	.861
Down-to-earth	1.000	.890
Honest	1.000	.847
Real	1.000	.859
Original	1.000	.887
Wholesome	1.000	.891
Cheerful	1.000	.875
Sentimental	1.000	.912
Friendly	1.000	.892
Trendy	1.000	.782
Daring	1.000	.782
Cool	1.000	.818
Spirited	1.000	.821
Young	1.000	.806
Unique	1.000	.806
Imaginative	1.000	.838
Up-to-date	1.000	.795
Independent	1.000	.832
Contemporary	1.000	.849
Reliable	1.000	.683
Hard-working	1.000	.661
Secure	1.000	.804
Intelligent	1.000	.826
Technical	1.000	.845
Corporate	1.000	.747
Successful	1.000	.776
Leader	1.000	.769
Confident	1.000	.736
Upper-class	1.000	.817
Glamorous	1.000	.853
Good-looking	1.000	.908
Charming	1.000	.901
Feminine	1.000	.837
Smooth	1.000	.889
Outdoorsy	1.000	.841
Masculine	1.000	.942
Western	1.000	.927
Tough	1.000	.898

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 “sentimental”, “good-looking”, “charming”, “masculine” and “western”. The least extraction was noticed for the items, “Reliable” and “Hard-working”. Not for a single item the extraction value came below 0.60.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.403	24.109	24.109	9.403	24.109	24.109
2	8.605	22.065	46.174	8.605	22.065	46.174
3	6.986	17.912	64.086	6.986	17.912	64.086
4	4.623	11.854	75.940	4.623	11.854	75.940
5	2.936	7.529	83.469	2.936	7.529	83.469
6	.773	1.981	85.450			
7	.593	1.521	86.970			
8	.543	1.392	88.362			
9	.443	1.137	89.499			

10	.407	1.044	90.543		
11	.372	.954	91.497		
12	.347	.890	92.387		
13	.305	.783	93.170		
14	.278	.713	93.883		
15	.237	.608	94.491		
16	.217	.555	95.047		
17	.212	.542	95.589		
18	.180	.463	96.052		
19	.145	.373	96.425		
20	.141	.362	96.786		
21	.135	.347	97.133		
22	.116	.297	97.430		
23	.107	.275	97.705		
24	.095	.244	97.949		
25	.090	.232	98.181		
26	.084	.216	98.397		
27	.074	.191	98.588		
28	.071	.181	98.769		
29	.068	.174	98.942		
30	.061	.156	99.098		
31	.059	.152	99.250		
32	.058	.148	99.398		
33	.045	.114	99.513		
34	.041	.106	99.619		
35	.037	.096	99.714		
36	.035	.090	99.804		
37	.030	.078	99.882		
38	.028	.072	99.954		
39	.018	.046	100.000		

Total components were 39 in the factor analysis, where only five components have shown the eigen value above the 1, while rest all 34 components have shown eigen value less than one, hence only five factors can be derived from the 39 components. All 39 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 83.469 percent, and remaining 17 percent was termed as unexplained. The highest variance was 24.109 percent explained by first factor, followed by second factor (22.065) while least variance explained by the fifth factor i.e. 7.529 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 brand personality.

Component Matrix					
Component	1	2	3	4	5
Contemporary	-.734	.466	.012	.305	.001
Spirited	-.726	.424	.036	.335	-.032
Cool	-.714	.460	.040	.305	.046
Independent	-.706	.486	.047	.307	.004
Up-to-date	-.701	.438	.050	.330	-.015
Unique	-.691	.437	-.054	.365	-.035
Daring	-.691	.469	-.018	.290	.020
Trendy	-.687	.465	-.024	.287	.105
Imaginative	-.675	.496	-.033	.368	-.020
Young	-.670	.477	-.021	.347	-.088
Down-to-earth	.602	.718	.089	.053	-.019
Small-town	.589	.706	.092	.084	-.015
Sentimental	.631	.703	.016	.137	-.013
Wholesome	.601	.698	.130	.140	-.076
Original	.595	.696	.155	.142	-.060
Real	.573	.692	.148	.132	-.106
Honest	.580	.690	.129	.069	-.115
Friendly	.635	.686	.043	.128	.032
Cheerful	.621	.681	.095	.122	-.053
Family-oriented	.622	.674	.077	.055	-.038
Intelligent	-.033	-.019	.898	-.091	.100
Technical	-.112	-.052	.896	-.082	.142
Secure	-.072	.006	.877	-.110	.132
Leader	-.051	-.042	.857	-.011	.174
Confident	-.047	-.086	.845	.025	.107
Successful	-.133	-.128	.842	-.090	.154
Corporate	-.104	-.086	.832	-.123	.144
Reliable	-.064	-.045	.822	.018	.022

Hard-working	-.103	.070	.799	-.036	.083
Smooth	.262	-.485	.165	.698	-.264
Charming	.245	-.498	.150	.684	-.320
Feminine	.258	-.472	.224	.667	-.229
Good-looking	.251	-.517	.138	.652	-.366
Glamorous	.284	-.460	.130	.645	-.359
Upper-class	.297	-.522	.212	.544	-.338
Masculine	.310	-.210	-.204	.453	.745
Western	.309	-.208	-.192	.457	.736
Outdoorsy	.224	-.179	-.181	.446	.727
Tough	.330	-.151	-.157	.487	.710
Extraction Method: Principal Component Analysis.					
a. 5 components extracted.					

Rotated Component Matrix					
Variables	Component				
	Sincerity	Excitement	Competent	Sophistication	Ruggedness
Sentimental	.947	-.040	-.079	-.041	.073
Wholesome	.943	-.017	.021	.003	.000
Original	.941	-.014	.050	.000	.010
Down-to-earth	.936	-.050	-.002	-.102	.015
Friendly	.934	-.055	-.043	-.056	.108
Cheerful	.934	-.050	-.007	-.016	.022
Real	.925	-.004	.036	.010	-.036
Small-town	.923	-.033	.001	-.079	.030
Honest	.916	-.040	.020	-.035	-.067
Family-oriented	.916	-.085	-.016	-.073	.010
Imaginative	.007	.912	-.033	-.064	-.041
Contemporary	-.059	.910	.026	-.114	-.063
Independent	-.022	.901	.057	-.111	-.061
Spirited	-.075	.897	.042	-.055	-.075
Unique	-.049	.892	-.053	-.042	-.048
Cool	-.051	.892	.061	-.123	-.023
Young	.000	.890	-.033	-.039	-.108
Up-to-date	-.050	.884	.056	-.064	-.062
Daring	-.037	.873	-.002	-.131	-.041
Trendy	-.046	.866	.009	-.170	.033
Technical	-.030	.018	.917	.008	-.045
Intelligent	.046	-.026	.904	.024	-.075
Secure	.033	.005	.894	-.026	-.062
Leader	.020	.012	.874	.050	.029
Successful	-.109	-.008	.873	.015	-.024
Corporate	-.065	-.024	.860	-.017	-.046
Confident	-.001	.005	.849	.124	-.006
Reliable	.023	.034	.810	.134	-.087
Hard-working	.068	.095	.801	.007	-.077
Good-looking	-.083	-.132	.013	.939	.053
Charming	-.069	-.102	.031	.935	.102
Smooth	-.051	-.102	.053	.921	.157
Glamorous	-.022	-.130	.002	.913	.057
Feminine	-.044	-.107	.119	.885	.163

Upper-class	-.068	-.218	.095	.869	.031
Masculine	.021	-.123	-.103	.124	.949
Western	.024	-.118	-.093	.133	.941
Tough	.091	-.090	-.071	.153	.923
Outdoorsy	-.007	-.047	-.078	.100	.907

Rotated matrix of the factor analysis represents total five components of the brand personality, which actually reflects the personality traits of the brand. These components or personality traits of a brand were mainly; sincerity, excitement, ruggedness, competence and sophistication.

VI. CONCLUSION

Study concluded that there are total five components of the brand personality, which actually reflects the personality traits of the brand. These components or personality traits of a brand were mainly; sincerity, excitement, ruggedness, competence and sophistication. In context of food and beverage brands, consumers mostly look for the sincerity of a brand, competence and the excitement, and least focus on the ruggedness of the brand. Out of 546 consumers, among selected four food brands, 31.5 percent consumers were using the nestle maggi, 30 percent were using Amul butter, 20.5 percent were using Kissan jam, and only 17.9 percent were using Parle hide and seek. 31.7 percent consumers were using the real juice, 29.1 percent were using Paper Boat Juice, 25.1 percent were using Coca-Cola, and only 14.1 percent were using Amul buttermilk. 34.8 percent consumers were using the brand they mentioned related to food and beverage since childhood, 32.2 percent consumers were using the brand they mentioned related to food and beverage since last five years, 26.4 percent of the consumers were using the specific brand from last one year and only 6.6 percent of the consumers have recently started using the specific food and beverage brand.

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