

Consumer personality trait, brand persona and brand loyalty: a pragmatic study of Colgate toothpaste buyer

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Abstract—These The purpose of the study is to offer a model that incorporates the direct relationship between consumer personality and brand personality of Colgate toothpaste and their combine effect on brand loyalty. In total 208 effective questionnaires were collected. Regression analysis was used to find out the relationship between the variables. The major findings suggest that there is a significant positive relationship between conscientiousness personality traits on excitement brand personality. On the otherhand positive significant influence of personality trait extroversion, neurotism and openness on brand personality excitement. In addition excitement and sophistication brand personality traits have a significant positive influence on both affective and action loyalty and conscientiousness, extroversion, neurotism and openness personality traits have a significant positive influence on both action and affective loyalty. It is suggested that brand personalities of the users of Colgate toothpaste in Karachi are excitement and sophistication.

Keywords—Affective loyalty, Action loyalty, Brand personality, Personality traits

I. INTRODUCTION

BRAND personality congruency with personality trait is a widely discussed affair in recent times and since many brands form entertainment to household, from luxury goods to consumable items and so on [1] are studied. Nevertheless the primary focus of the studies were to uncover the relationship between the brand personality in connection with brand preference, brand image, brand loyalty, product attributes, customer perception, experience and buying behavior to get the insight of this phenomenon [2]. Studies have identified that strong brand equity, attitudinal loyalty, functionality, emotional appeal are the essential factors effecting brand personality and loyalty.

Brand personality is studied with personality traits and brand loyalty in Japan but in the entertainment industry [3]. Therefore, the current study attempts to address the simultaneous effect of brand personality, human personality trait and brand loyalty of daily consumable toothpaste brand COLGATE in Pakistan particularly Karachi context. The second motivation of the study is to investigate the

combination of affection loyalty and action loyalty simultaneously since affective loyalty only involves in purchase perception but it doesn't guarantee to develop any purchase behavior.

Nevertheless the distinctive brand personality makes the brand alive for the consumer which leads the customer to develop a connection to the brand. However, it is not just important to create a strong brand personality but a personality which fits the specific user as customers tend to choose those brands that have congruency with their self-concept.

Brand loyalty is a stage where the customer is satisfied with the brand in a way that a consumer feel afraid to purchase or use the brand of the competitor. Rather a customer constantly buys the same product again and again within the same product category as long as the brand is available [5].

II. LITERATURE REVIEW

A. Brand Personality

Freling and Forbes [6] seeks to identify with the help of the empirical study the relation of the physical products attributes and the brand personality of the variables presented [7]. The result shows that strong brand association leads to stronger brand equity. Likewise [8] analysis the role of brand personality on the "attachment style" of the consumer. Thus the paper reports the significant role of the brand personality on variety of branded products by the consumer.

B. Personality Trait

Mulyanegara and Tsarenko [9] and McCrae et al. [10] reported different consumer preference while selecting a particular brand. Structural equation modeling technique with variables "neuroticism, conscientiousness, extroversion, openness and agreeableness" were used. Thus results suggest implications for the development of a strong brand personality which can appeal to both consumer personality and values. On the other hand, Arora and Stoner [11] investigates the personality dimensions of the famous brands "Adidas and Nike". The results suggest that the advertisers should formulate distinctive advertising strategy which helps the customer to carry a unique brand personality of the products.

C. Loyalty

Chaudhuri and Holbrook [2], examine the two different aspects of brand loyalty, that are attitudinal loyalty and

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purchase loyalty and has linked these variables to study the effects on brand trust and brand performance. It is suggested that attitudinal loyalty helps to charge the premium price for the brand whereas the purchase loyalty leads to greater market share.

Likewise Nguyen et al [5], shows the comparison of brand loyalty between two emerging markets “Thailand and Vietnam”. The results shows the positive relationships exists between perceived quality, brand loyalty and brand awareness. The study suggests that managers should recognize different markets and design separate programs to enhance effective loyalty.

III. METHODOLOGY

The study has adopted the purposive sampling method to collect the primary data. 208 consumers of Colgate toothpaste filled the survey questionnaire. SPSS 15.0 was used for applying Factor analysis followed by Regression analysis.

IV. HYPOTHESIS DEVELOPMENT AND VARIABLE DESCRIPTION

Brand personality is the set of human characteristics translated in terms of brand [7]. The first hypothesis suggested that:

H₀₁: Insignificant relationship exists between consumer personality traits and brand personality.

Personality is a dynamic organization which lies inside the person which in turn creates the different characteristics patters of human behavior, feelings and thoughts [12]. The second hypothesis is as follows:

H₀₂: There is an insignificant influence of brand personality on brand loyalty.

Brand loyalty is the repeated purchase behavior which is based on consumer’s satisfaction with the brand; coupled by its accumulated experience [13]. Affective loyalty is defined as level of the preference and affection of consumer but the

TABLE III
KMO AND BARLETT’S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.808
Bartlett's Test of Sphericity, Approx. Chi- Square	1136.214
Df	231
Sig.	.000

actual purchase behaviour is yet to be developed [3], while Action loyalty is a level of satisfaction with the purchase of a specific brand [14].

H₀₃: There is an insignificant influence of personality trait on brand loyalty.

V. MODEL

$$EXC = \alpha + \beta1EXT + \beta2CON + \beta3OPE + \beta4NEU + \varepsilon \quad (1)$$

$$SOP = \alpha + \beta1EXT + \beta2CON + \beta3OPE + \beta4NEU + \varepsilon \quad (2)$$

$$AFL = \alpha + \beta1EXC + \beta2SOP + \varepsilon \quad (3)$$

$$ACL = \alpha + \beta1EXC + \beta2SOP + \varepsilon \quad (4)$$

$$AFL = \alpha + \beta1EXT + \beta2CON + \beta3OPE + \beta4NEU + \varepsilon \quad (5)$$

$$ACL = \alpha + \beta1EXT + \beta2CON + \beta3OPE + \beta4NEU + \varepsilon \quad (6)$$

Where: EXC denotes excitement, SOP indicate the Sophistication,EXT is the represent Extroversion, CON symbolizes Conscientiousness, OPE is used for Openness, NEU is used for the term Neurocism,AFL refer to the Affective Loyalty and ACL is for Action Loyalty.

VI. DATA ANALYSIS

For reliability Cronbach's alpha test of reliability has been performed

TABLE I

Cronbach's Alpha	Number of Items
0.875	22

The table I shows the overall reliability of 22 items. It can be observed that the value of Cronbach’s Alpha is 0.875 while table II shows the individual reliability of the items.

TABLE II
RELIABILITY STATISTICS

Name of Variables	Values of Cronbach's Alpha	Number of Items
Action Loyalty (ACL)	0.859	3
Affective Loyalty (AFL)	0.818	3
Conscientiousness (CON)	0.693	3
Openness (OPE)	0.700	3
Extroversion (EXT)	0.673	3
Neuroticism (NEU)	0.707	3
Sophistication (SOP)	0.629	2
Excitement (EXC)	0.659	2

The table III shows one of the output tables from factor analysis. The value of KMO measure of sample adequacy is 0.808 which clearly shows that the sample size for the research is quite good. The value of Bartlett’s Test of Sphericity from the same table demonstrates that it is significant at the 99% confidence level with the probability of 0.00.

The table IV gives clear picture that after running the factor analysis test 8 useful factors has been derived. For regression analysis each item’s aggregate score will be considered. It can also be observed that the 8 items are independent of each other and have no correlation with other factors.

TABLE IV
ROTATED COMPONENT MATRIX

Variable	ACL	AFL	CON	OPE	SOP	EXT	EXC	NEU
ACL1	0.746							
ACL2	0.828							
ACL3	0.792							
AFL1		0.772						
AFL2		0.626						
AFL3		0.739						
CON1			0.688					
CON2			0.833					
CON3			0.645					
OPE1				0.79				
OPE2				0.795				
OPE3				0.527				
SOP1					0.677			
SOP2					0.666			
EXT1						0.819		
EXT2						0.775		
EXT3						0.521		
EXC1							0.706	
EXC2							0.749	
NEU1								0.809
NEU2								0.835
NEU3								0.678

VII. REGRESSION ANALYSIS

Large Regression analysis was performed to test the relationship of brand personality traits (excitement and sophistication) and consumer personality traits (extroversion, neuroticism, openness and conscientiousness). Model 1 shows that Extroversion, Openness and Conscientiousness personality trait has a positive influence on brand personality excitement. Neuroticism does not show significant relationship with excitement.

On the other hand, model 2 shows that Sophistication personality trait shows a strong positive relationship with Openness and Conscientiousness.

TABLE V REGRESSION COEFFICIENT
ROTATED REGRESSION ANALYSIS FOR THE RELATIONSHIP OF BRAND PERSONALITY TRAITS (EXCITEMENT AND SOPHISTICATED) AND PERSONALITY TRAITS (EXTROVERSION, NEUROTICISM, OPENNESS AND CONSCIENTIOUSNESS)

Model	Dependent Variable	Independent Variable	Coefficient	t-statistics	p-Value	VIF	Adjusted R ²	F-statistics
(Constant)			1.278	4.932	0		0.146	9.852
Mod 1	Excitement	Extroversion	0.124	1.749	0.082	1.211		
		Neuroticism	0.058	0.863	0.989	1.111		
		Openness	0.129	1.762	0.08	1.308		
		Conscientiousness	0.24	3.288	0.001	1.291		
(Constant)			0.755	2.943	0.004		0.187	12.939
Mod 2	Sophistication	Extroversion	0.164	2.379	0.018	1.211		
		Neuroticism	0.063	0.954	0.341	1.111		
		Openness	0.198	2.766	0.006	1.308		
		Conscientiousness	0.2	2.806	0.006	1.291		

Table VI shows that excitement and sophistication brand personality traits are significance at 99% on Affective loyalty, with the adjusted R-square value of 0.235. The beta value of excitement is 0.284 while the beta value of sophistication is 0.273 which means that excitement brand personality as compare to sophistication has more impact on affective loyalty.

TABLE VI REGRESSION COEFFICIENT
REGRESSION ANALYSIS FOR THE INFLUENCE OF AFFECTIVE LOYALTY ON BRAND PERSONALITY

Model	Dependent Variable	Independent Variable	Coefficient	t-statistics	p-Value	VIF	Adjusted R ²	F-statistics
(Constant)			1.035	6.112	0		0.235	32.867
Mod 3	Affective Loyalty	Excitement	0.284	3.858	0	1.468		
		Sophistication	0.273	3.707	0	1.468		

Table VII, shows that excitement and sophistication both are significant factors for the action loyalty with the significance of 99% and 90%.

TABLE VII REGRESSION COEFFICIENT
REGRESSION ANALYSIS FOR THE INFLUENCE OF ACTION LOYALTY ON BRAND PERSONALITY

Model	Dependent Variable	Independent Variable	Coefficient	t-statistics	p-Value	VIF	Adjusted R ²	F-statistics
(Constant)			1.1	5.326	0		0.153	19.624
Mod 4	Action Loyalty	Excitement	0.306	3.951	0	1.468		
		Sophistication	0.138	1.782	0.076	1.468		

Model 5 of Table VIII, shows that conscientiousness beta value is 0.257 and is highest amongst all the other variables. It illustrates that more the target market of Colgate has the personality trait of conscientiousness, the more it will increase the affective loyalty.

TABLE VIII REGRESSION COEFFICIENT
REGRESSION ANALYSIS FOR THE INFLUENCE OF AFFECTIVE LOYALTY ON PERSONALITY TRAITS

Model	Dependent Variable	Independent Variable	B	T	Sig	VIF	Adj. R Square	F-Statistics
(Constant)			0.887	3.853	0.000			
Mod 5	Affective Loyalty	Extroversion	0.138	1.045	0.049	1.211	0.175	12.006
		Neuroticism	0.078	1.345	0.244	1.111		
		Openness	0.132	1.646	0.070	1.308		
		Conscientiousness	0.257	2.270	0.000	1.291		

TABLE VIII REGRESSION COEFFICIENT
REGRESSION ANALYSIS FOR THE INFLUENCE OF ACTION LOYALTY ON PERSONALITY TRAITS

Model	Dependent Variable	Independent Variable	Coefficient	t-statistics	p-Value	VIF	Adjusted R ²	F-statistics
(Constant)			0.708	2.653	0.009		0.173	11.831
Mod 6	Action Loyalty	Extroversion	0.168	2.413	0.017	1.2		
		Neuroticism	0.02	0.306	0.706	1.111		
		Openness	0.248	0.43	0.001	1.291		
		Conscientiousness	0.142	1.975	0.05	1.308		

VIII. CONCLUSION AND DISCUSSION

Suggestions for the Company:

The company while designing the future brand activation activities should focus keeps on the components of excitement and sophistication. If the company wants to increase the positive word of mouth and to sustain the positive brand image than the correct target market for them is firstly the customers having the characteristics of being well organized and hardworking. The second importance should be given to extrovert and lastly to openness. The company should also try to reduce the discrepancy between the affective loyalty and

action loyalty especially of the conscientious. Such activities or strategies should be planned to provoke their purchasing behavior towards Colgate brand.

Suggestions for future studies:

Within the FMCGs industry different goods from other product category can be adopted for the studies.

As this research is been conducted in the Karachi only other regions of Pakistan can be consider for future studies.

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