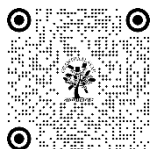


# THE INFLUENCE OF BRAND PERSONALITY ON CONSUMER PURCHASE INTENT

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## ABSTRACT

Brand personality plays a pivotal role in shaping consumer perceptions and influencing their purchase intent. It refers to the human-like traits attributed to a brand, which helps differentiate it from competitors and creates emotional connections with consumers. The influence of brand personality on consumer purchase intent is a complex interplay of factors including consumer emotions, brand perception, and personal values. This paper examines the ways in which brand personality impacts consumer behavior, particularly focusing on its role in purchase intent. The study explores Jennifer Aaker's five dimensions of brand personality: sincerity, excitement, competence, sophistication, and ruggedness, and how these dimensions resonate with different consumer segments. By aligning brand personality with consumers' personal values and lifestyles, brands can foster strong emotional bonds that enhance consumer loyalty and encourage repeat purchases. Emotional connections are crucial in building trust, with consumers often choosing brands they feel are aligned with their own self-image and social aspirations. The paper also discusses the importance of differentiation in a crowded marketplace, where a brand's personality can set it apart and make it more appealing to consumers. Successful brands, such as Apple and Harley-Davidson, have demonstrated how a strong, consistent brand personality can lead to increased purchase intent by creating an aspirational identity that resonates with their target audiences. In conclusion, brand personality significantly influences consumer purchase intent by shaping brand perceptions, evoking emotional responses, and fostering loyalty. For marketers, understanding and leveraging brand personality is essential to developing a compelling brand identity that not only captures attention but also drives consumer behavior. This research highlights the importance of aligning a brand's personality with the desires and expectations of its consumers to enhance purchase intent and long-term success.

**Keywords:** Influence, Brand Personality, Consumer Purchase, Intent

## 1. INTRODUCTION

Brand personality refers to the set of human characteristics attributed to a brand, which shapes how consumers perceive and interact with it. Much like the personality of an individual, brand personality plays a critical role in differentiating one brand from another. Over time, companies have realized that brand personality is not just about delivering high-quality products or services, but also about how their brand is perceived in the minds of consumers. These perceptions often shape consumer behavior, especially when it comes to purchase intent. Understanding the influence of brand personality on consumer purchase intent is crucial for marketers aiming to build strong, lasting relationships with customers. This study explores the connection between brand personality and consumer purchase intent, analyzing how different brand traits impact consumer decisions.

## 2. BRAND PERSONALITY: DEFINITION AND FRAMEWORKS

Brand personality is an integral part of brand identity. It can be defined as the set of emotional, human-like attributes associated with a brand. These attributes influence how consumers view and connect with the brand. Various models have been proposed to describe brand personality. The most widely accepted framework is Jennifer Aaker's (1997)

Brand Personality Scale, which outlines five primary dimensions of brand personality: sincerity, excitement, competence, sophistication, and ruggedness. Each dimension reflects a set of characteristics that resonate with different consumer segments.

- **Sincerity** includes traits such as honesty, genuineness, and warmth.
- **Excitement** represents qualities like enthusiasm, innovation, and boldness.
- **Competence** reflects traits like reliability, intelligence, and success.
- **Sophistication** embodies elegance, prestige, and refinement.
- **Ruggedness** implies toughness, masculinity, and outdoor adventure.

These personality dimensions provide a framework for marketers to shape their brand's identity and influence consumer perceptions. Different brands may exhibit various combinations of these traits, creating a unique personality that appeals to specific consumer segments.

### 3. OBJECTIVE OF THE STUDY

This study explores the Influence of Brand Personality on Consumer Purchase Intent.

### 4. RESEARCH METHODOLOGY

This study is based on secondary sources of data such as articles, books, journals, research papers, websites and other sources.

### 5. THE INFLUENCE OF BRAND PERSONALITY ON CONSUMER PURCHASE INTENT

Consumer behavior is the study of how individuals make decisions to spend their resources on consumption. It involves a complex interplay of psychological, social, and emotional factors. Brand personality directly influences consumer behavior by shaping perceptions, attitudes, and emotions associated with a brand. One of the most significant ways brand personality affects consumer behavior is through purchase intent. Purchase intent refers to the likelihood that a consumer will buy a product or service from a particular brand. The concept of purchase intent is influenced by several factors, including personal preferences, past experiences, and emotional connections with a brand. A brand with a personality that aligns with a consumer's values and lifestyle is more likely to generate a favorable emotional response, which can translate into higher purchase intent. For example, consumers who identify with an adventurous, rugged brand may be more inclined to purchase products from that brand because they perceive it as a reflection of their own personality and lifestyle.

#### 1) Emotional Connection and Brand Loyalty

A key aspect of how brand personality influences purchase intent is through the emotional connection it fosters with consumers. Emotional connection is the bond formed when a brand resonates with a consumer on a deeper, more personal level. Brands that can tap into emotions such as happiness, nostalgia, or excitement are often able to create stronger, long-lasting relationships with consumers. Emotional connections lead to brand loyalty, which, in turn, increases purchase intent. Consumers who feel emotionally connected to a brand are more likely to remain loyal and make repeat purchases. For instance, a brand that conveys sincerity may attract consumers who value authenticity and trustworthiness. These consumers are likely to exhibit higher purchase intent because they feel that the brand aligns with their personal values and provides a sense of security. In contrast, brands that lack a clear or consistent personality may struggle to create meaningful emotional connections. Without these connections, consumers may view the brand as interchangeable with competitors, making them less likely to develop loyalty or demonstrate strong purchase intent.

#### 2) The Role of Brand Personality in Differentiation

In today's competitive marketplace, product differentiation is essential for standing out among a sea of competitors. While many brands offer similar products or services, the personality of a brand can set it apart in a crowded market. Brand personality helps to create a distinct identity that resonates with a specific target audience. This identity can influence consumers' perceptions and drive their purchase decisions. For example, Apple's brand personality is often characterized by excitement, innovation, and sophistication. These traits appeal to consumers who value cutting-edge

technology and premium design. As a result, Apple has developed a loyal customer base that is highly willing to pay a premium for its products. This brand personality not only differentiates Apple from other tech companies but also increases purchase intent among consumers who are drawn to its specific personality traits. Similarly, brands like Harley-Davidson embody ruggedness and rebellion, which attract consumers seeking adventure and freedom. By aligning its personality with the desires of its target audience, Harley-Davidson has created a strong brand identity that motivates consumers to make purchasing decisions based on the brand's persona rather than just the product's features.

### 3) How Different Brand Personality Dimensions Affect Purchase Intent

The five dimensions of brand personality—sincerity, excitement, competence, sophistication, and ruggedness—each influence purchase intent in different ways. The impact of each dimension depends on the consumer's personal preferences, lifestyle, and the type of product or service being offered.

- **Sincerity:** Brands that convey sincerity, warmth, and trustworthiness tend to appeal to consumers seeking reliability and authenticity. These traits are particularly important for industries such as retail, food, and healthcare, where consumers place high value on trust and safety. A sincere brand personality can increase purchase intent by creating a sense of comfort and security. Consumers are more likely to purchase from a brand they perceive as honest and caring.
- **Excitement:** Brands that embody excitement and enthusiasm are often associated with innovation, boldness, and adventure. These brands appeal to consumers who are motivated by novelty and new experiences. A brand with an exciting personality can influence purchase intent by generating a sense of thrill and anticipation. For example, consumers might be drawn to a new tech gadget or an adventurous travel experience because the brand promises excitement and discovery.
- **Competence:** Brands that project competence are seen as reliable, knowledgeable, and efficient. These brands appeal to consumers who value expertise and professionalism. Competent brands often enjoy higher purchase intent in sectors such as technology, automotive, and finance, where consumers rely on the brand's expertise to meet their needs. For example, a consumer might choose a particular car brand because it is perceived as trustworthy and offers high-quality engineering.
- **Sophistication:** Brands that embody sophistication and elegance are often perceived as premium or luxurious. These brands appeal to consumers who value status, exclusivity, and refinement. A sophisticated brand personality can influence purchase intent by offering consumers a sense of prestige and social recognition. High-end fashion labels, fine dining restaurants, and luxury car manufacturers all leverage sophistication to attract consumers who are willing to pay a premium for status and luxury.
- **Ruggedness:** Rugged brands convey toughness, masculinity, and a connection to the outdoors. These brands appeal to consumers who value adventure, strength, and resilience. Brands with a rugged personality often increase purchase intent among consumers who are passionate about outdoor activities, sports, and adventure. For example, a consumer may be drawn to a particular brand of hiking boots or off-road vehicles because it aligns with their love for outdoor exploration.

## 6. CONSUMER PERCEPTIONS AND PURCHASE INTENT

Consumer perceptions are shaped by the way a brand communicates its personality, whether through advertising, packaging, or customer experiences. These perceptions directly influence purchase intent. When a brand's personality resonates with a consumer's self-image or lifestyle, it creates a favorable impression that increases the likelihood of a purchase.

Perception is not just about how the brand presents itself but also about how consumers interpret and internalize the brand's personality traits. For instance, a consumer might perceive a brand as exciting if its advertisements feature adventurous imagery, vibrant colors, and upbeat music. Conversely, a brand that conveys professionalism and reliability through its clean design and informative messaging may be perceived as competent and trustworthy. The perception of a brand's personality can also be influenced by external factors, such as word-of-mouth recommendations, social media interactions, and brand reputation. If a brand is perceived positively in the eyes of others, consumers may be more likely to form a favorable opinion and develop purchase intent.

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## CASE STUDY 1: TATA NANO – A BOLD ATTEMPT TO CREATE A “PEOPLE’S CAR”

The Tata Nano, launched by Tata Motors in 2008, was introduced with the ambitious goal of making car ownership affordable to the masses in India. It aimed to be the world’s cheapest car, priced at just INR 100,000 (approximately \$2000). The Nano was expected to revolutionize the Indian automobile industry by providing an alternative to motorcycles for low-income families, thus improving their quality of life. However, despite the high expectations, the Nano's journey was a mix of success and failure, largely due to challenges in brand perception, market positioning, and consumer behavior.

### 7. BRAND PERSONALITY AND MARKETING STRATEGY

The Tata Nano was marketed as a compact, affordable, and family-friendly vehicle. The company positioned the car as a practical solution for those looking to upgrade from a motorcycle to a car. Tata Motors used the tagline “The People’s Car,” which signaled the intent to cater to the masses. The car's marketing emphasized value for money, comfort, and accessibility. However, while the Nano was inexpensive, its branding failed to position the vehicle as aspirational, and it ended up being associated with “cheapness,” which hurt its appeal to Indian consumers. Despite the vehicle's technical and engineering qualities, Tata Motors’ branding of the Nano was not able to overcome the perception of low quality associated with the low price. The target market for the Nano, which primarily consisted of lower-middle-class families, did not find the car as aspirational as they had hoped. Instead, the public viewed it as a “cheap car” rather than an affordable solution. This misalignment between brand personality and consumer expectations resulted in poor sales, and the brand failed to gain significant traction in the Indian market.

The Nano’s personality, while meant to be practical and functional, lacked a stronger emotional connection. There was no sense of excitement, luxury, or social prestige associated with owning the car, unlike competitors such as Maruti Suzuki’s Alto or Hyundai’s Santro, which had more established brand identities in the market. Consumers often purchase vehicles not just for utility but for emotional reasons, and the Nano did not succeed in tapping into that emotional appeal.

### 8. CHALLENGES AND CONSEQUENCES

The main reasons behind the Nano's lackluster performance can be attributed to a combination of factors:

- 1) Positioning and Brand Image:** While Tata Motors wanted the Nano to represent affordability, it inadvertently created a brand image that was associated with cheapness, which resulted in negative consumer perceptions.
- 2) Consumer Behavior and Perceptions:** Consumers in India, especially in the lower-middle-income group, often viewed buying a car as a status symbol. The Nano failed to project a personality that could evoke prestige, pride, or emotional connection.
- 3) Production Issues and Delays:** The production of the Nano faced numerous hurdles, including delays in the manufacturing process, quality issues, and a lack of consistency in branding and marketing communications. These factors further complicated its journey to success.
- 4) Unfortunate Incidents:** There were reports of Nano cars catching fire, which severely impacted its reputation. The perception of safety issues compounded the negative sentiment toward the brand.

The combination of these challenges resulted in the Nano's poor sales performance. While it gained media attention due to its low price and initial concept, it ultimately failed to meet the expectations of both its target customers and the broader market.

## CASE STUDY 2: AMUL – LEVERAGING BRAND PERSONALITY FOR MARKET DOMINANCE

Amul, a dairy cooperative founded in 1946 in Anand, Gujarat, has grown to become one of India’s most iconic and trusted brands. Known for its wide range of dairy products, including milk, butter, cheese, and ice cream, Amul has established a dominant presence in India’s dairy industry. What sets Amul apart from other dairy brands is its ability to create a strong brand personality that resonates with consumers across all demographic segments. The brand’s personality, which is both fun and wholesome, has played a crucial role in its sustained success and the development of a loyal customer base.

## 9. BRAND PERSONALITY AND MARKETING STRATEGY

Amul's brand personality can be described as playful, humorous, and socially aware. Over the years, the company has built a unique identity, with its mascot – the Amul Girl – being a central element of its brand communication. The Amul Girl, a young, cheerful girl in a polka-dotted dress, has become a cultural icon in India. Her witty one-liners and satirical commentaries on current events have made Amul's advertisements a subject of discussion and admiration among consumers. Amul's brand personality is strongly linked to values of trust, quality, and affordability. The brand has managed to position itself as a household staple, offering products that are both delicious and nutritious. Amul's tagline "The Taste of India" further reinforces its connection with the nation and its cultural identity. The company's products are seen as an integral part of daily life for millions of Indian families, and this connection is reflected in its advertising, which often emphasizes the brand's relationship with consumers. One of the major factors that have contributed to Amul's brand strength is its consistent marketing strategy, which centers on using the Amul Girl to comment on political, social, and cultural events. This approach has not only kept the brand relevant but has also helped it create a humorous and relatable identity. Through these advertisements, Amul has successfully demonstrated that it is in tune with its audience, building trust and goodwill over the years.

## 10. THE INFLUENCE OF BRAND PERSONALITY ON CONSUMER PURCHASE INTENT

Amul's brand personality has had a direct influence on consumer purchase intent, with the company successfully positioning itself as a brand that consumers feel emotionally connected to. The consistent use of humor, relatability, and social commentary has helped Amul carve out a distinctive space in the minds of Indian consumers. Amul's advertisements, which are known for their tongue-in-cheek humor and clever commentary, play a significant role in shaping consumer perceptions. These campaigns make the brand feel more human and approachable, which strengthens its connection with consumers. The use of the Amul Girl has become so synonymous with the brand that it is instantly recognizable and associated with reliability, quality, and a sense of cultural pride. When consumers think of Amul products, they not only think about the quality but also the sense of familiarity and trust that the brand has cultivated over decades.

The emotional bond that consumers share with Amul's brand personality also translates into increased purchase intent. When a consumer is emotionally attached to a brand, they are more likely to choose it over competitors, even when alternatives are available. Amul's consistent presence in daily life, combined with its ability to evoke positive emotions, makes consumers more likely to buy Amul products, knowing they can rely on the brand for quality and consistency. Moreover, Amul's commitment to product innovation has also played a key role in maintaining its relevance. Whether it's new varieties of butter, cheese, or ice cream, Amul has successfully adapted its product offerings to meet evolving consumer tastes and preferences. By continuously innovating while staying true to its core values, Amul has been able to maintain its dominant position in the market.

## 11. CHALLENGES AND SUCCESS FACTORS

While Amul has experienced tremendous success, it has not been without challenges. The dairy industry is highly competitive, with numerous regional and national brands vying for consumer attention. However, Amul has maintained its leadership by focusing on a few key success factors:

- 1) **Brand Consistency:** Amul has been consistent in maintaining its brand personality over decades. The tone of its advertising, the humor in its messaging, and the core values it communicates have remained constant, which has helped build strong brand recall and trust among consumers.
- 2) **Emotional Appeal:** Amul has mastered the art of emotional marketing, creating ads that resonate with consumers on a personal level. This emotional connection has resulted in high customer loyalty and a strong influence on purchase intent.
- 3) **Cultural Relevance:** The brand's ability to connect with Indian culture and current events has made it not just a dairy brand but a part of everyday life. Amul's advertisements are not just product promotions; they are conversations with the Indian public.



## 12. CONCLUSION

Brand personality is a crucial determinant of consumer purchase intent. A well-crafted brand personality fosters emotional connections, enhances consumer perceptions, and aligns with their values and aspirations, thereby influencing their purchase decisions. By focusing on the five dimensions of brand personality—sincerity, excitement, competence, sophistication, and ruggedness—brands can effectively target different consumer segments and differentiate themselves in a competitive marketplace. Successful brands, such as Apple and Amul, demonstrate how a strong, consistent brand personality can build trust, loyalty, and a sense of connection, ultimately driving higher purchase intent. However, it is important to recognize that brand personality must be authentic and resonate with the target audience to be effective. Brands that fail to create a meaningful emotional bond or align their personality with consumer expectations risk losing market relevance. Marketers must understand the psychological and emotional factors that influence consumer behavior and tailor their brand personality accordingly. The influence of brand personality on purchase intent underscores the need for companies to carefully craft their brand identities. A strong, relatable, and aspirational brand personality can significantly impact consumer loyalty, repeat purchases, and long-term success in the market.

## CONFLICT OF INTERESTS

None.

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