Exploring Consumers' Perceptions of Brand Personality: a Qualitative Approach

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The existing literature on brand personality has focused on the brand personality construct, developing a brand personality scale and the effects of brand personality on other brand-related variables. There is a lack of in-depth consumer research investigating what factors shape consumers’ perceptions of brand personality. The current study addresses this gap by conducting sixty-six depth interviews with the purpose to explore how consumers form their perceptions of different dimensions of brand personality identified in Aaker’s (1997) scale (Sincerity, Excitement, Competence, Sophistication, and Ruggedness). This knowledge provides insight into how to develop tailor-made strategies to strengthen (or downplay) particular personality dimensions.


[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1006792/eacr/vol9/E-09

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In all conditions, participants were given a coffee tumbler with a removable blank insert. The base of the tumbler could be twisted off to remove the inner insert, and one could draw or write on the insert before reinserting and twisting on the base. In the low intellectual investment condition, participants were provided with 12 stickers from which they could choose one to stick onto the blank insert for the tumbler. In the high intellectual investment condition, the participants were provided with colored pencils, a marker, alphabet stickers and eraser. Also they were given an example sheet which included the same 12 figures from the low intellectual investment condition. They could use this example sheet to get some ideas, or they could use other figures/shapes they wanted. They were encouraged to be creative in this condition. In the control condition, participants could not work on the tumbler. They were encouraged to examine the tumbler but could not modify or change it in any way. In order to equate the time spent with the tumbler, in the control and the low intellectual investment conditions, the participants worked on a filler task while the tumbler was in front of them. Then, all the participants answered identification, attachment, and product evaluation questions. As predicted, the product was valued more highly when the production process required higher levels of intellectual investment. Also, results showed that identification with and attachment to the product mediated the impact of intellectual investment on product evaluation. When consumers engage in prosumption with a chance of intellectual involvement, they become more attached to the product and identified more with it.

Study 1 looked into one single dimension of prosumption, which is intellectual investment in the production process. Next, we want to investigate how physical investment in the production process affects evaluation of, identification with, and attachment to a product. Future studies will also look into possible moderators (need for cognition, creativity, need for stimulation) that may affect the value derived from intellectual and physical investment during prosumption.

We make several contributions to the literature. First, we operationalize identification with and attachment to a product in measurable and tangible terms. This enables us to measure personal relevance of products when consumers are involved in the production process. Next, we demonstrate that intellectual investment during prosumption enhances product evaluation by altering the personal relevance of the product. We extend past research by suggesting the factors of prosumption that affect person-object relationship and overall evaluation of a product.

Abstract

The existing literature on brand personality has focused on the brand personality construct, developing a brand personality scale and the effects of brand personality on other brand-related variables. There is a lack of in-depth consumer research investigating what factors shape consumers’ perceptions of brand personality. The current study addresses this gap by conducting sixty-six depth interviews with the purpose to explore how consumers form their perceptions of different dimensions of brand personality identified in Aaker’s (1997) scale (Sincerity, Excitement, Competence, Sophistication, and Ruggedness). This knowledge provides insight into how to develop tailor-made strategies to strengthen (or downplay) particular personality dimensions.

Factors Influence British Muslim Clothing Choice In The United Kingdom (UK)

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The purpose of this study is to investigate factors influence British Muslim clothing choice in the UK. To enable the study to meet the aim, objectives have been developed such as examination of the role of ethnic identification (Donthu and Cherian 1992), acculturation (Owenby and Horridge 1997; Penaloza 1994) and religiosity (McDaniel and Burnett 1990) on British Muslim clothing choice. Also an examination on how social influence (informational and normative influence) (Bearden and Etzel 1982; Bearden et al. 1989) and clothing benefits play a role in influencing British Muslim clothing choice.

This study will focus on British Muslims as they have been recognised as one of the fastest growing ethnic minorities and the group makes the second largest population in UK after Christian (UK National Statistics 2001). The population is growing fast over the last five decades from 21,000 to 1.6 million and likely to be doubled by 2021 to around 3 million (Lewis 2007). The choice of British Muslims is partially one of convenience and also because no studies have done to understand the British Muslims consumption although the population have been identified as untapped market and estimated to have spending power of at least £20.5 billion (Salzman 2007).

The sample groups for this study consisting of second generations of British Muslims in UK as review of the ethnic minority consumer behaviour studies in the UK shows that considerable research has been devoted to the understanding of consumer behaviour of the first generation (such as Makgosa 2007) or comparison between the first and later generations (such as Jamal 1998; White and Kokotaski 2004). Furthermore, British Muslim population has the youngest age profile of all the UK population (UK National Statistics 2001).

This study consists of two phases; qualitative phase which involved focus group and interview method and quantitative phase which will be implemented via a survey questionnaire. Qualitative research is employed in the first phase because it produces rounded contextual understandings on the basis of rich, nuanced and detailed data (Mason 2002). Initially, focus groups were formed for the purpose of exploring British Muslims clothing consumption while the interview sessions were carried out to ensure all the facets of the