



ASSOCIATION FOR CONSUMER RESEARCH

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

Revisiting Aaker's (1997) Brand Personality Dimensions: Validation and Expansion

Renu Emile, Auckland University of Technology, New Zealand

Mike Lee, University of Auckland, New Zealand

Using qualitative data from 230 respondent descriptions of four consumers' auto-photographical product selections, this paper examines whether Aaker's model of brand personality should be expanded; and if the concept of brand personality is also transferable to products not clearly identified or presented to respondents as recognisable brands.

[to cite]:

Renu Emile and Mike Lee (2012), "Revisiting Aaker's (1997) Brand Personality Dimensions: Validation and Expansion", in NA - Advances in Consumer Research Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 363-370.

[url]:

<http://www.acrwebsite.org/volumes/1011616/volumes/v40/NA-40>

[copyright notice]:

This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at <http://www.copyright.com/>.

Revisiting Aaker's (1997) Brand Personality Dimensions: Validation and Expansion

Renu Emile, Auckland University of Technology, New Zealand

Mike Lee, University of Auckland, New Zealand

ABSTRACT

Using qualitative data from 230 respondent descriptions of four consumers' auto-photographical product selections, this paper examines whether Aaker's model of brand personality should be expanded; and if the concept of brand personality is also transferable to products not clearly identified or presented to respondents as recognisable brands.

INTRODUCTION

Brand personality remains an important area of concern for marketing scholars and practitioners alike because of the impact on product evaluation and consumer choice (see, for e.g., Aaker, 1997; Batra, Lehman & Singh, 1993; Maehle, Ones & Supphellen, 2011; van Rekom, Jacobs & Verlegh, 2006). Though a number of studies share consensus upon Aaker's widely recognised brand personality model, scholars offer various perspectives on brand personality. Some studies attempt to define or refine and develop measures of brand personality (see, for e.g., Austin, Siguaw & Mattila, 2003; Azoulay & Kapferer, 2003; Geuens, Weijters & Wulf, 2009; Sung & Tinkham, 2005) or test the predictive role of brand personality in consumer behaviour (Chu & Sung, 2011; Freling & Forbes, 2005; Govers & Schoormans, 2005). Austin, Siguaw and Mattila (2003), for example, examine the potential boundary conditions to ascertain the generalisability of Aaker's (1997) framework. Freling and Forbes (2005) study the motivations and consequences characterising brand personality; consumers are likely to perceive a product with a strong, positive brand personality as more familiar and less risky compared to products with no distinct brand personality, or a negative brand personality. A few identify sources and specific product or brand characteristics that influence perceptions of brand personality (Maehle & Supphellen, 2008; Maehle, Otnes & Supphellen, 2011).

What is noticeable, however, is the relative lack of empirical investigation on consumers' perceptions of brand personality. Such investigation is important to gain an understanding of the different personality dimensions consumers perceive as typical of products. Aaker (1997, p. 347) defines brand personality as "the set of human characteristics associated with a brand". Aaker's definition takes anchor in McCracken's (1989) proposition that personality traits associated with product or brand users are transferred to the product or brand itself, and that consumers' choices of products or brands symbolise or communicate the same characteristics to others. Brands, thus, carry symbolic meaning (Arnould & Thompson, 2005; Belk, 1988; O'Cass & McEwen, 2004; Souiden & M'saad, 2011; Wang & Wallendorf, 2006).

Aaker's brand personality model takes root in the "Big Five" framework of human personality, namely extraversion or surgency (talkative, assertive, energetic, enthusiastic), agreeableness (good-natured, cooperative, trustful), conscientiousness (orderly, responsible, dependable, control, constraint), emotional stability versus neuroticism (calm, negative affectivity, or nervousness), and openness or intellect (intellectual, imaginative, independent minded) (Goldberg, 1992, 1993; John & Srivastava, 1999). Aaker's model encapsulates human characteristics in terms of five broad brand personality dimensions: sincerity, excitement, competence, sophistication, and ruggedness. While three dimensions - sincerity, excitement and competence relate with agreeableness, extroversion, and conscientiousness in the

human personality framework; Aaker also introduces two additional dimensions - sophistication and ruggedness.

Personality traits associated with sincerity include down-to-earth, honest, wholesome, cheerful, genuine, domestic, warmth, acceptance; excitement is associated with daring, spirited, imaginative, up-to-date, sociability, energy and activity; competence with reliable, intelligent, responsible, dependable, and efficient; sophistication with upper class, charm; and ruggedness with outdoorsy, tough, strength (Aaker, 1997). Although Aaker (1997) recognizes demographics such as gender, age and class as relevant in personality constructs of scholars such as Levy (1959), she does not include these aspects in her own model as do some others (e.g., Grohmann, 2009) via explicit recognition of personality dimensions such as masculinity and femininity.

Taking Aaker's definition of brand personality model as a starting point, this paper examines the extent to which consumers' perceptions of product or brand personality accord with those identified by Aaker (1997). The study directed young adult consumers between the ages of 18 to 21 to take photographs of products or brands that communicated aspects of their selves to their peer groups. Four sets of photograph collages belonging to four participants were presented to a sample of 230 respondents (observers) who were instructed to infer characteristics associated with products/brands from the photograph collages they saw.

Specifically, this paper addresses two key questions - first, whether and to what extent respondents' inferences validate Aaker's model in terms of personality dimensions; and second, whether the concept of brand personality is also transferable to products not clearly identified or presented to respondents as recognisable brands.

METHOD

The study focuses on young adult consumers between the ages of 18 and 21 as they make a transition from adolescence to full-fledged adulthood, a period in which they are highly cognisant of the symbolic value of the products they consume and make active investments to construct or communicate their selves (e.g., Erikson, 1968, 1975; Galican, 2004; Johnson, Berg, & Sirotzki, 2007; Moschis & Churchill, 1978; Piacentini & Mailer, 2004; Stokes & Wyn, 2007). The study employed auto-photography (Noland, 2006; Ziller, 1988, 1990) and directed 28 young adults to photograph products that they considered said something about their self to their peers. Photograph sets belonging to four participants (Kate, John, Abby, and Peter, refer to Figure 1-4 in Appendix) were selected on the basis of gender, range of photographs, and the ability of participants to speak of their self-related characteristics in relation to selected products in sufficient depth. Data was collected via an online survey. Respondents were invited to view the four sets of photographs and then directed to write a paragraph to describe the characteristics of the person to whom the products or brands belonged. All respondents were residents of Auckland, New Zealand and between 18 to 21 years of age. A total of 230 receivers completed the survey. The study undertook a content analysis (Kassarjian, 1977; Kolbe & Burnett, 1991; Krippendorff, 2004; Sillars, 1986) of the entire set of receiver descriptions of the four profiles. The content analysis procedure involved identifying thought units (words or expressions) that communicated who or what the sender was like, or what the word or phrase said about the sender. Extracted words and phrases were studied to iden-

tify cluster themes. That is, those words or phrases that expressed a similar focus in thought or meaning were grouped together. The researcher conducted an initial content analysis of five sample paragraph descriptions for each sender, and checked on the same with experienced marketing academics and practitioners. Once there was consensus on the process, she proceeded with the remaining data set of observer descriptions for each sender.

FINDINGS AND DISCUSSION

This section provides an overview of photograph collages, where the results of the content analysis are discussed in terms of the key characteristics attributed to each sender by receivers. These are then compared across the four participants and conclusions drawn.

An overview of respondent descriptions of participants shows that respondents describe sender characteristics from the product portfolios they view, in two key ways - in a holistic story-like manner, or by relating characteristics attributed to senders with specific products. In holistic story-like descriptions, the focus tends to be on the conglomerate of products in each sender's portfolio rather than

on any single product or brand. This is evident in representative quotes below (See, for example, Table 1, Quotes 1, 3 and 5).

On the other hand, when receivers relate specific products to senders, they tend to refer to specific self-related characteristics the products symbolise. (See, for example, Table 1, quotes 2, 4 and 6). In quote 2, for instance, the *scuba diving equipment* and *fishing gear* communicate that the owner is someone who is male, very fit and adventurous. The *alcohol* suggests that John likes to have a good time socialising. The design of the *shoes* in quote 4 communicates that Kate is fashion-conscious; the *fruit* clearly suggests health-consciousness, and this in turn is linked to her body figure. The *barbeque table* communicates that she is sociable, and possibly has a good amount of disposable income. The colour pink and products such as the *Yves Saint Laurent (YSL) Baby Doll perfume* and the *Sony Vaio* in quote 6 are associated with someone who is 18-25. The *Get Shaky Flyer* and *alcohol* (quote 6) communicate that the person is social and loves partying.

In both cases, in story-like descriptions and in the linkages of sender characteristics with specific products, respondents lend cre-

Table 1: Representative Quotes

<p><i>(Quote 1 - Description of Kate) Mid 20s female, living in Auckland. Working in a good job, well off, probably from a wealthy family. Confident, very social, a lot of entertaining, eats healthy and most likely goes to the gym/works out.</i></p> <p><i>(Quote 2 - Description of John) This person is male, very fit and very adventurous by scuba diving equipment, fishing gear... likes to have a good time socialising by the alcohol and look good and be clean while out referencing shampoo and deodorant...</i></p> <p><i>(Quote 3 - Description of Abby) Very social, bubbly female, in her early 20s. Very social, likes to go out clubbing and drinking with friends. Girly and takes pride in appearance. Works out and tries to take care of her health/fitness. Organised and technology savvy.</i></p> <p><i>(Quote 4 - Description of Kate) The choice of shoes being a very 'in' design suggests to me she's quite up to date in her fashion. The fruit tells me that she's quite healthy and likes to look after her body which can be supported by the size of clothing displayed. The barbeque table could mean she's social and likes to entertain people. Or it could be linked to her amount of disposable income which to afford a luxury item like that at that age would mean she's well paid.</i></p> <p><i>(Quote 5 - Description of Peter) Brought up in Onehunga this young male has had an average upbringing. He is loyal to his family and background. He is possibly Maori or Pacific Islander. His interests are Rugby, working out, reggae music and cars.</i></p> <p><i>(Quote 6 - Description of Abby) This person looks that they it's obviously a Woman who would be in the 18- 25 age range, this suggests that it is a woman because of the colour of the products such as Perfume Yves Saint Laurent (YSL) Baby Doll Pink and the Laptop (Sony Vaio) is pink...The Flyers such as Get Shaky dance party suggest she is young and is a party goer just loves partying and is suggested by the alcohol.</i></p>

dence to the notion that products symbolise self-related characteristics and these in turn are transferred to product owners or senders.

The process of content analysis of receiver descriptions resulted in the identification of key characteristics as in Table 2.

A comparison across identified characteristics for all four senders (see Table 2) shows that receivers attribute senders with two characteristics (**gender** and **age or life stage**) relatively consistently, and with **income, class, status and spending** and **role and profession** to a lesser extent. For example, 93 phrases specifically identify Kate in terms of **gender** - as a *female, girl* or *woman*; 114 refer to John as a *male, guy* or a *boy*; 133 to Abby as a *female, woman, lady* or *girl*. Similarly, 82 expressions comment on the **age and life stage** of Kate. A majority of the receivers comment on the sender as *young*, with age estimates ranging from late teens, through the twenties. A total number of 139 words or phrases refer to John as someone in his *late teens or early 20s, in their early 20s, and early 20s to early 30s*. 126 expressions describe Abby as being *young; quite young* and *someone in her teenage years or early twenties*; similarly 89 refer to Peter as someone who is *young, or a teenager*. Most refer to the age group of late teens to early or late twenties. A total of

145 phrases relate to **income, class, status and spending** for Kate. The vast majority describe Kate as a person who is *upper middle class, relatively affluent, wealthy, has high income, high disposable income, or substantial income, of mid to high socio economic status, and someone who can afford to host parties, can afford things this expensive, doesn't mind spending lots of money on accessories* and *has earned a reasonable income in order to purchase some of the items*. However, in the case of John, only 21 expressions describe John as *would be middle class; has an average income; does not have enough money; not enough money to buy branded clothing*. Similarly, a small number of descriptions (19) refer to **income, class, status and spending related** characteristics for Abby. These include *has an average income; is a middle income person; not very rich; aren't very wealthy and not really affluent* dominate. 20 expressions such as *must be wealthy to aren't well to do; not too wealthy; belong to a middle to lower income family and mid-high income* are **income, class, status and spending related** in the case of Peter.

Some clusters refer to **role and profession related** aspects of senders. For example, 70 expressions refer to Abby's **role and profession** as *probably a university student; studies health care* and

Table 2: Key Characteristics Attributed to Each Sender and the Number of Times Identified by Receivers

Kate		John		Abby		Peter	
Income, class, status and spending related	145	Enjoys certain sports	147	Sociable	160	Gender	113
Gender	93	Age or life stage	139	Gender	133	Miscellaneous	104
Fashion related	91	Gender	114	Age or life stage	126	Guitar, music and art related interests	103
Age or life stage	82	Sociable	83	Fashion related	81	Ethnicity and culture related	95
Miscellaneous	75	Values sports and fitness	82	Miscellaneous	80	Age or life stage	89
Brand or label conscious	57	Ethnicity and culture	68	Health conscious	75	Likes sports, works out and goes to the gym	88
Sociable	50	Miscellaneous	65	Role and profession related	70	Role and profession related	50
Health conscious	49	Role and profession related	58	Busy and organized	66	Tough yet soft	39
Cares about appearance	41	Technology related	56	Sports and exercise related	38	Alcohol related	38
Eats healthy	31	Alcohol related	46	Cares about appearance	27	Rugby player	34
Role and profession related	31	Hobbies and personal interests	43	Music and dance as recreation	26	Car related interests	34
Image conscious	23	Active	41	Alcohol related	24	Brand or label conscious	27
Enjoys the outdoors	16	Fashion related	38	Technology friendly	22	Sociable	25
Outgoing	12	Cares about Appearance	32	Gender stereotypes	21	Patriotic and proud of their country	25
Outdoors lifestyle	11	Health related problems and allergies	28	Income, class, status and spending related	19	Gender and cultural stereotypes	25
Residence or location	11	Income, class, status and spending related	21	Eating healthy	16	Income, class, status and spending related	20
Sports and exercise	10	Outgoing	20	Image conscious	11	Health conscious	20
Ethnicity and culture related	9	Easy going, and laid back	20	Politically conscious	10	Proud of their school	17
Enjoys outdoor meals	8	Brand or label conscious	19	Outgoing	10	Cares about Appearance	14
Materialistic	8	Loves the outdoors	19	Brand or label conscious	9	Fashion related	13
Loves the summer and the beach	6	Hygienic	18	Takes care of herself	7	Outgoing	7
Gender stereotypes	5	Gender or ethnicity related stereotypes	14			Image conscious	8
		Music and dancing as recreation	14			Residence or location related	8
		Humour and fun	13				

studying and following politics. A reasonable consensus (50 phrases) emerges on Peter's status as a student. Most describe Peter as a secondary school student, college student, has just finished his college or as university student.

Respondents also attribute **ethnicity and culture** related aspects to participants. For example, three expressions identify Kate as Asian, one as someone from the Chinese/East Asian origin, one as European, another as Western in culture, while still another said should/would be a White person. Two are open in terms of any eth-

nicity and any New Zealand home owner. 68 words/phrases refer to John's **ethnicity and culture** as someone of Maori or Pacific Island heritage (30), as simply Kiwi or New Zealand guy (16), or in terms of cultural affiliations (22). Expressions include Maori ethnicity; possibly Maori; Maori heritage; Maori/Kiwi; New Zealander; most likely to be a Kiwi; takes pride in their culture and country of origin; likes cultural symbols; love for New Zealand culture and identifies with his culture well. Similarly, 95 expressions refer to Peter as someone of New Zealand or Kiwi ethnicity (30), of Maori or Pacific

Island ethnicity (29), or as someone who is proud of their country, culture and ethnicity (36).

Clearly, there is general consensus amongst respondents on **gender, age and life stage, income, class, status and spending and role** related characteristics. In the case of **ethnicity and culture**, however, there is a range of comments. This means products/brands cannot be clearly linked to **ethnicity and culture** related aspects. A noticeable aspect is the differential attribution of meaning across participants. For example, receivers attribute **income, class, status and spending** more frequently to Kate than to the other three senders. Most descriptors in the **income, class, status and spending** category for Kate refer to high income, upper middle or upper class, and also high status; this suggests that Kate's choice of products communicates these aspects more strongly in comparison to others.

In sum, this study provides support and substantiates the inclusion of demographic related characteristics such as gender, age or life stage, income, class, status and spending, and role and profession as part of brand personality. Even though Aaker does not include the same in her model, this study provides evidence that respondents perceive products and brands in terms of such characteristics, in some cases, more saliently than classic 'personality' traits. Thus, from a consumer perspective, excluding these characteristics from the brand personality model may limit the validity of the concept.

Receivers also attribute some other self-related characteristics in relation to product choices to all four senders. These include the recognition of aspects relating to **sociability and outgoing nature, health consciousness, valuing sports and exercise, fashion and image conscious**. 83 expressions, for example, suggest the **sociable** nature of John. These include *enjoys socialising; enjoys going out and partying; social and enjoys hanging out with mates*. 20 refer to John as **outgoing**, for example, *very outgoing and outgoing person*. Several phrases describe Kate as a person who is **health conscious** (49), is someone who **eats healthy** (31), and also **pursues sport and exercise** (10). The range of comments include *healthy; healthy habits; healthy lifestyle; health conscious; most likely goes to the gym/works out; eats healthily; and quite petite who likes multi grain bread and enjoys tea rather than coffee*. 156 phrases refer to Peter as a **rugby player** (34), **likes sports, works out and goes to the gym** (88), **health conscious** (20) and **cares about appearance** (14). These include - *keeps fit to maintain his figure and to keep fit for rugby training; loves his rugby; probably very into rugby; goes to gym quite often; dedicated sports person; enjoys working out; cares about his health and body; takes care of his looks; health conscious person; tough and strong; fit and athletic and playing sports and the gym*.

Respondents also identify **fashion and image** related aspects in product portfolios. For example, 91 receivers describe Kate in terms of **fashion-related** expressions such as *fashion oriented; fashion conscious; all her clothes and accessories are up to date; and very into fashion*. Related to the '**fashion**' cluster is **image-conscious, cares about appearance and brand conscious**.

Clearly, there is general consensus amongst respondents on several characteristics such as sociability and outgoing nature, health conscious, values sports and exercise, fashion, and image conscious. This means products are communicating similar meanings in terms of personality characteristics to the respondents in this study. These aspects in turn relate with Aaker's dimensions of excitement, sophistication and ruggedness. For example, sociability and outgoing aspects relate with excitement; fashion and image related aspects with sophistication, and sports and exercise related aspects with ruggedness.

A significant category is that of **miscellaneous**. Most **miscellaneous** characteristics tend to be personal, inward oriented, and not strongly socially observable. For example, participants attribute a range of **miscellaneous** characteristics (75 terms) such as - *most likely a politically positioned citizen; loves cleanliness and tidiness; very cute and cool; and modern* to Kate. A relatively large number of characteristics (80) such as *laid back; balances out her youth party life with responsible things such as health care book, running and Labour Party meetings; not a get out in the mud and gumboots girl and quite innocent* are included under **miscellaneous** for Abby. A range of 104 characteristics appear on the **miscellaneous** list for Peter. These include *may have a slightly nerdy side; creative; down to earth; likes to be part of a team; not materialistic; has no fears but big dream; loyal to his family background; rasta man, and has experienced the tough times of life and has come through successfully*. 65 expressions refer to John's **miscellaneous** characteristics such as *eloquent and confident*.

Some clusters refer to participants' personal interests, likes and dislikes. These include expressions relating to interests such as those of technology, recreational activities, and love for alcohol. For example, 56 expressions refer to John in terms of **technology related** expressions; as someone who is **into technology (12), someone up to date with technology (16), someone who is techno savvy (3), and someone who enjoys technology (25)**. Examples include *very much into technology; technology is what he lives on; up to date with the technology; keeps up with technology; catches up with technology; loves to surf the internet, texting; kind of tech savvy with the electronics, and enjoys accessing the internet*. 14 phrases such as *enjoys music and dancing and involved in music and jazz* refer to John's interests in **music and dance as recreation**; 46 expressions refer to John as someone who **likes to drink alcohol; loves drinking especially spirit and beer; enjoys drinking and drinks lover**. Several (43) expressions refer to John's **hobbies and personal interests** such as *likes to travel; might like lifestyle living; has many different hobbies and interests; all rounder; and has many sides to him*. A smaller number of phrases (22) such as *up to date on the latest electronics; likely to text frequently and likes technology* describe Abby as someone who is **technology friendly**. Some other clusters are - **music and dance as recreation (26), alcohol related (24), and politically conscious (10)**. Some clusters refer to Peter's **car related interests (34), and guitar, music and art related interests (103)**. These include *enjoys his toys; hobby for cars; enjoys working on cars; interested in cars, likes to jam reggae on his guitar; a Bob Marley fan; interested in music, the guitar, art; respects classic idols such as Bob Marley and likes to paint, listen to old school music as well as playing the guitar*. A cluster of **alcohol-related** expressions (38) such as *enjoys to drink; probably likes to have a drink; he is a drinker but not an alcoholic; social drinker* indicate that Peter enjoys drinking.

As noted above, receivers attribute a range of self-related characteristics to each sender in the miscellaneous category. There is meagre evidence of two dimensions in Aaker's brand personality model - sincerity and competence - as in expressions such as *down to earth; loyal to his family; and may have a slightly nerdy side*. Some characteristics such as *confident; modern; independent; has no fears but big dreams* seem to be close to Aaker's excitement dimension. Importantly, miscellaneous characteristics such as *most likely a politically positioned person; loves cleanliness and tidiness; very cute and cool; likes to be part of a team; not materialistic* do not seem to fit into any of the five dimensions identified by Aaker. Nor do those relating to demographics, personal interests, likes and dislikes such as those of technology, recreational activities and love for alcohol relate with any of the personality dimensions identified by Aaker.

Table 3: An Expanded Version of Aaker's (1997) Model

Aaker's Dimensions (1997)	Demographic Characteristics	Personal interests	Miscellaneous characteristics
Sincerity; excitement; competence; sophistication; ruggedness	E.g., Gender; Age or life stage; Role and profession; Income, class, status	E.g., Orientation towards technology; love for music and dance; love for travel; lifestyle living	E.g., most likely a politically positioned person; loves cleanliness and tidiness; likes to be part of a team; not materialistic

The findings of this study suggest that miscellaneous characteristics, demographic factors, personal interests, likes and dislikes are part of the brand personality gestalt and any arbitrary exclusion of the same may not be theoretically or practically reasonable. Accordingly, this study proposes a more expansive model as below:

CONCLUSION

This study set out to examine two key questions - first, whether respondents validate Aaker's model in terms of brand personality dimensions; and second, whether the concept of brand personality is also transferable to products not clearly identified or presented to respondents as recognisable brands.

The study provides strong evidence in favour of three of Aaker's brand personality dimensions - excitement, sophistication and ruggedness. However, there is limited evidence on the remaining two - sincerity and competence. Further, if brand personality is the set of human characteristics associated with a brand, then respondents identify a number of other characteristics as well. These include demographics such as gender, age or life stage, income, class, status and spending, and role and profession; miscellaneous characteristics such as personal interests, likes and dislikes such as those of technology, recreation activities, and love for alcohol. In part, this study supports previous assertions (e.g., Grohmann, 2009; Levy, 1959) that brand personality, similar to human personality, is multi-dimensional and should also include masculinity and femininity. It further suggests that consumers do indeed infer a range of characteristics from brands. From a consumer perspective, categorizations such as those noted in this study may well be included within the set of human characteristics associated with a brand. Accordingly, this paper calls for the recognition of the same especially in terms of impact on consumer behaviour, thereby proposing an extension and expansion of Aaker's brand personality model.

Further, as noted in the photo collages, some products are recognisable brands, yet others are not clearly identified as brands. Yet receivers/observers speak of both brands and products in similar ways. This means personality dimensions are equally applicable to products as they are to brands. In sum, brand personality dimensions do not generalise to individual brands alone, rather the same can be mapped on to both products and brands within and across product categories. This study suggests avenues for further research which include generating more inclusive personality frameworks and identifying key dimensions for differentiating competitive brands within product categories.

In closing, consumers use brands and products to express more about themselves than the established set of five personality traits. In order to truly appreciate the diversity of human characteristics that consumers communicate via their product or brand choice/s, consumer researchers need to revisit and expand the classic notions of brand personality in consumers' product or brand choices.

REFERENCES

Aaker, Jennifer L. (1997), "Dimensions of brand personality", *Journal of Marketing Research*, 34 (3), 347-356.

Aaker, Jennifer L. (1997), "Dimensions of brand personality", *Journal of Marketing Research*, 34 (3), 347-356.
 Arnould, Eric J and Thompson, Craig J. (2005); "Consumer culture theory (CCT): Twenty years of research", *Journal of Consumer Research*, 31 (4), 868-882.
 Austin, Jon R., Siguaw, Judy A. and Mattila, Anna S. (2003), "A re-examination of the generalizability of the Aaker brand personality measurement framework", *Journal of Strategic Marketing*, 11 (June), 77-92.
 Azoulay, Audrey and Kapferer, Jean-Noel (2003), "Do brand personality scales really measure brand personality?", *Journal of Brand Management*, 11 (2), 143-155.
 Batra Rajeev, Lehman, Donald R. and Singh, Dipinder (1993), "The brand personality component of brand goodwill: some antecedents and consequences", in *Brand Equity and Advertising: Advertising's Role in Building Strong Brands*, eds. David A. Aaker and Alexander L. Biel, Erlbaum Associates: Hillsdale, NJ.
 Belk, Russell W. (1988), "Possessions and the extended self", *Journal of Consumer Research*, 15 (2), 139-168.
 Chu, Shu-Chuan and Sung, Yongjun (2011), "Brand Personality Dimensions in China," *Journal of Marketing Communications*, 17 (3), 163-181.
 Erikson, Erik H. (1968), *Identity: Youth and crisis*, New York: Norton.
 Erikson, Erik H. (1975), *Life history and the historical moment*, New York: Norton.
 Freling, Traci H. and Forbes, Lukas P. (2005), "An examination of brand personality through methodological triangulation", *Brand Management*, 13 (2), 148-162.
 Galican, Mary-Lou (2004), *Handbook of product placement in the mass media: New strategies in marketing theory, practice, trends, and ethics*, Toronto: The Haworth Press.
 Geuens Maggie, Weijters, Bert and Wulf, Kristof De (2009), "A new measure of brand personality", *International Journal of Research in Marketing*, 26, 97-107.
 Goldberg, Lewis R. (1992), "The development of markers for the Big-Five factor structure", *Psychological Assessment*, 4, 26-42.
 Goldberg, Lewis R. (1993), "The structure of phenotypic personality traits", *American Psychologist*, 48 (1), 26-34.
 Govers PCM, Schoormans, JPL (2005), "Product personality and its influence on consumer preference", *Journal of Consumer Marketing*, 22 (4), 189-197.
 Grohmann, Bianca (2009), "Gender dimensions of brand personality", *Journal of Marketing Research*, Vol. XLVI (February), 105-119.
 John, O.P., & Srivastava, S. (1999), "The Big Five trait taxonomy: History, measurement and theoretical perspectives", in *Handbook of Personality*, eds. Lawrence A. Pervin, and Oliver P. John, The Guilford Press, New York, 102-138.

- Johnson, Monika K., Berg, Justin A. and Sirotzki, Toni (2007), "Differentiation in self-perceived adulthood: Extending the confluence model of subjective age identity", *Social Psychology Quarterly*, 70 (3), 243-261.
- Kassarjian, Harold. H. (1977), "Content analysis in consumer research", *Journal of Consumer Research*, 4 (1), 8-18.
- Kolbe, Richard H. and Burnett, Melissa S. (1991), "Content-Analysis Research: An examination of applications with directives for improving research reliability and objectivity", *Journal of Consumer Research*, 18 (2), 243-250.
- Krippendorff, Klaus (2004), *Content Analysis: An introduction to its methodology* (2nd ed.), Thousand Oaks, CA: Sage.
- Levy, Sidney J. (1959), "Symbols for sale", *Harvard Business Review*, 37 (4): 117-124.
- Maehle Natalia and Supphellen, Magne (2008), "Sources of brand personality: a survey of ten brands", in *Advances in Consumer Research*, Vol. 35, eds. AY Lee, D Soman, Association for Consumer Research: Duluth, MN: 915-916.
- Maehle, Natalia, Otnes, Celes, and Supphellen, Magne (2011), "Consumers' perceptions of the dimensions of brand personality", *Journal of Consumer Behaviour*, 10, 290-303.
- McCracken, Grant (1989), "Who is the celebrity endorser? Cultural foundations of the endorsement process", *Journal of Consumer Research*, 16, 310-321.
- Moschis, George P., and Churchill, Jr., Gilbert A. (1978), "Consumer socialization: A theoretical and empirical analysis", *Journal of Marketing Research*, 15 (4), 599-609.
- Noland, Carey M. (2006), "Auto-photography as a research practice: Identity and self-esteem research", *Journal of Research Practice*, 2 (1), Article M1.
- O'Cass, Aron and McEwen, Hmily (2004), "Exploring consumer status and conspicuous consumption", *Journal of Consumer Behaviour*, 4 (1), 25-39.
- Piacentini, Maria and Mailer, Greig (2004), "Symbolic consumption in teenagers' clothing choices", *Journal of Consumer Behaviour*, 3 (3), 251-262.
- Sillars, A. L. (1986), "Procedures for coding interpersonal conflict: The verbal tactics coding scheme (VTCS)", <http://www2.umt.edu/dcs/pdf%20files/alan/conflict%20codingman.pdf> (accessed March 23, 2008).
- Souiden, Nizar and M'saad, Bouthaina (2011), "Adolescent girls from a modern conservative culture: The impact of their social identity on their perception of brand symbolism", *Psychology & Marketing*, 28 (12), 1133-1153.
- Stokes, Helen and Wyn, Johanna (2007), "Constructing identities and making careers: Young people's perspectives on work and learning", *International Journal of Lifelong Education*, 26 (5), 495-511.
- Sung, Yongjun and Tinkham, Spencer F. (2005), "Brand personality structures in the United States and Korea: Common and culture-specific factors", *Journal of Consumer Psychology*, 15 (4), 334-350.
- Van, Rekom J., Jacobs-Belschak, Gabriele and Verleigh, Peeter W. J. (2006). Measuring and managing the essence of a brand personality. *Marketing Letters*, 17, 181-192.
- Wang, Jeff and Wallendorf, Melanie (2006), "Materialism, status signaling, and product satisfaction", *Journal of the Academy of Marketing Science*, 34 (4), 494-505.
- Ziller, Robert C. (1988), "Orientations: The cognitive liking person-situation interactions", *Journal of Social Behaviour and Personality*, 1, 1-18.
- Ziller, Robert C. (1990), *Photographing the self: Methods for observing personal orientations*, Newbury Park, CA: Sage.

APPENDIX

Figure 1 Kate, the photo collage comprised of: a barbeque table, a bag (Louis Vuitton), a handbag, fruit, a pair of jeans (Ksubi), a pair of sunglasses (Gucci), perfumes (Lancome and Christian Dior), a pair of shoes, a pair of shorts (Ksubi), and a car (VW Golf).

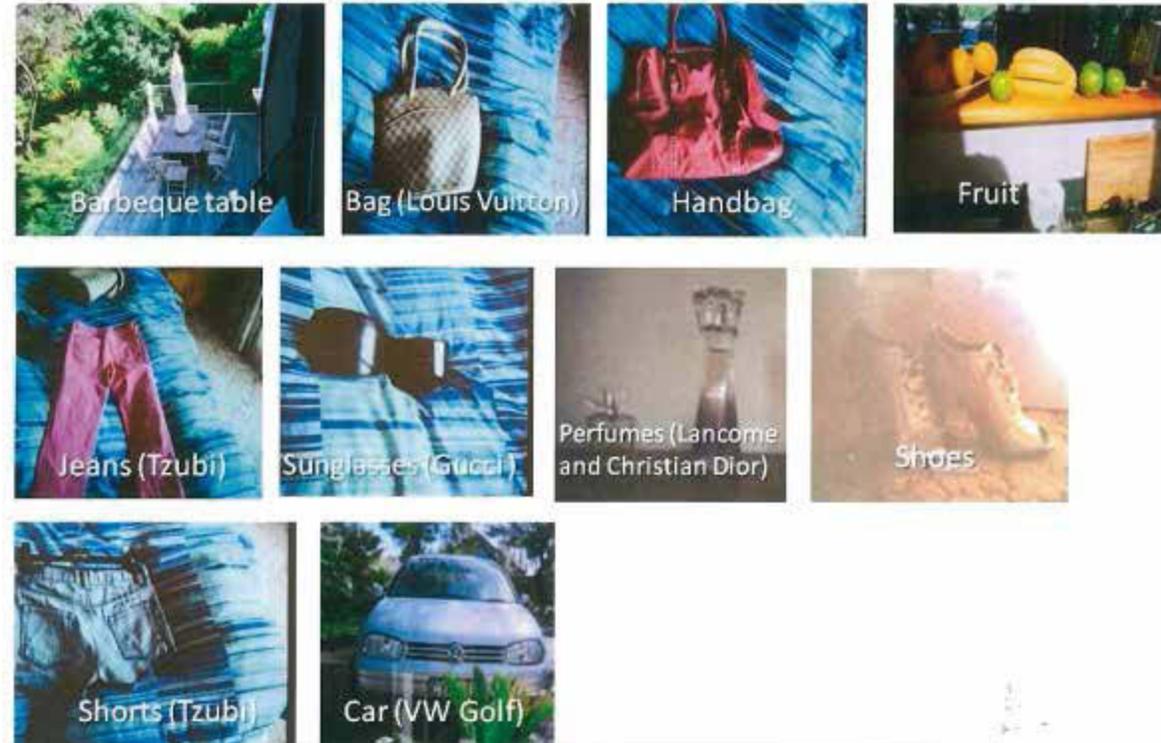


Figure 2 Peter, photo collages comprised of: a soft toy (with motto “Born to Fly”), a painting, a perfume (Ralph Lauren), a T-shirt (Ralph Lauren), a belt (Bob Marley), a guitar, a car (Holden Commodore), another car (Honda), a Rugby jersey (De La Salle School), the New Zealand flag, and alcohol (42 Below).



Figure 3 John, the photo collage comprised of: dance sports gear (dress, shirt, dance shoes, dance jacket and the Trombone), necklaces (with Maori symbols), a T-shirt (with Maori symbol), a pair of jandals (with Maori pattern), a bag (Billabong), a belt (QuickSilver), Shorts (Mossimo), shampoo, deodorant, asthma and hay fever pills, scuba tank for diving, diving watch, a fishing rod and a map of hits in Fiordland, Vodka (Smirnoff) and Beer (Tui), iPod, computer and a mobile phone, and two T-Shirts.



Figure 4 Abby, the photo collages comprised of: a health care book, a pair of running shoes (Nike), alcohol (Lindauer and Malibu), cellphones, a dress, a high waisted skirt, a wall planner, a pair of sunglasses, a pair of shoes, an Ipod, flyers, a pair of earrings, strawberries, and perfume (Yves Saint Laurent Baby Doll).

