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[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1011616/volumes/v40/NA-40

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

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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, Ones & 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 barbecue 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-

| (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. |
| (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... |
| (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. |
| (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 barbecue 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. |
| (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. |
| (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 perfume 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. |

Table 1: Representative Quotes

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
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 ethnicity 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

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

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 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.
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 recognised 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


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).

![Image of a barbeque table, bag, handbag, fruit, jeans, sunglasses, perfumes, shoes, shorts, and a car](image1)

**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).

![Image of a soft toy, painting, perfume, T-shirt, belt, guitar, cars, Rugby jersey, flag, and alcohol](image2)
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, a 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).