


Revisiting Brand Personality Attributes: Mediating Role of Brand Attitude

Bikash Kumar Rup, KIIT University (Deemed), India

 <https://orcid.org/0000-0002-6490-4979>

Jyotiranjana Gochhayat, KIIT University (Deemed), India

Sasmita Samanta, KIIT University (Deemed), India

ABSTRACT

This study aims to examine the influence of different brand personalities on buyers' purchase intention and examines the role of buyers' brand attitude. Data were collected through questionnaire survey. Analysis of 317 valid responses was carried out using AMOS 20. Five brand personality attributes such as responsibility, activity, emotionality, ruggedness, and competence were found to be prime brand personalities to predict buyer's brand purchase intention. Effects of these personalities except emotionality were found to influence buyers' brand purchase intention through the mediating effects of buyers' brand attitude. The findings will help the organizations in designing and redesigning their product differentiation to position the brand in the market to enhance the conversion rate of potential customers. This study identifies five brand personality attributes those are more decisive in inducing buyers' purchase intention in Indian context than other brand personality attributes those are commonly thought to be associated with cell phones.

KEYWORDS

Brand Personality, Branding, Buyers' Brand Attitude, Buyers' Brand Purchase Intention, Structural Equation Modelling

INTRODUCTION

A brand is a name, term, sign, symbol, design, or combination of them. The essence of brand lies in its ability to attract buyers or potential buyers towards it as it differentiates the goods and services of one organization from its competitors (Kotler, 1991). Like human personality, brands can be perceived to have personality attributes associated with it. Different brand personalities as perceived by the potential customers have the ability to induce varied extent of buyers' purchase intention towards a particular brand in different context. Opting a brand with the right attribute enables the consumer to germinate a circumpolar and a specific representation of him/her (Austin et al., 2003).

Brand personality could be an effective marketing instrument for distinguishing brands from rivals, and subsequently, for developing marketing plan of action for sustainable competitive vantage (Keller, 2008; Kang, Bennett & Peachey, 2016). For successful brand management, it is important to know how different brand personalities of a product are related to buyers' brand purchase intention. Even though the choice for different organizations to move in the increasing global market is instinctively rational, global brands recurrently nose dive to attain their projected goals (Ross et al., 2008; Haig, 2003) in Indian market because of the lack of considerate of the cultural differences of

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Indian customers. The paucity of research regarding customer – brand relationship in Indian market is a cause in this type of failure (Brady et al., 2008; Dant et al., 2008). In contemporary situations, the varied facets of socio-cultural aspects are deeply rooted in Indians and form their perceptions, attitudes and behaviors (Gochhayat et al., 2017). Competing values in Indian society, a rapidly expanding income group with rapidly changing value set make it difficult to predict which set of brand personality attributes play vital role in inducing buyer's brand purchase intention. Accordingly, this study examines which brand personality, is more significant than the other in influencing consumers' purchase intention in Indian context.

The next section critically reviews the substantive literature, derives the objectives and states the conceptual model. Subsequent sections deal with the method, results and discussion. Limitations and conclusion are drawn in the final section.

REVIEW OF LITERATURE

Brand is one of the motivating factors for the customers and the channel partners to go for the product and/ or service. Though a product or service is the end part for the customers and consumers, brand name substantiates the customers' satisfaction. The relationship between the consumer and brand depends on consumer's brand perception and acceptance. Organizations create brand image in such a manner that, the brand image would lead to high congruence (Ataman, 2003) among buyers' preferred personality dimensions expected from the brand and the personality dimensions reflected by the brand. The preferred personality dimensions expected out of a brand is strongly influenced by socio-cultural context (Shivani et al., 2006), which makes it important for the organizations to attract customers in Indian context.

India is a collectivistic society with a high score in Masculinity. In a collectivistic society, the actions of the individuals are influenced by various concepts such as the opinion of one's family, extended family, neighbours, work group and other such wider social networks that one has some affiliation with ("Country Comparison", 2018) People search security, prestige, approval and acceptance within the confines of the near and dear. Recognition and social acceptability carries higher value than individual achievement (Banerjee, 2008). For a collectivist, to be rejected by or to be thought lowly of by in-groups, is of immense concern as such situation leaves him or her with a sense of intense emptiness ("Country Comparison", 2018). Indian society is driven by competition, achievement, visual display of success and power. Individuals prefer activities, actions, products, and services which are appreciated by their in-groups; even when they don't personally appreciate it. Individuals many often prefer brands of repute to be accepted by their peers, in-groups, and even out-groups. Furthermore Indian society is medium to low on avoiding uncertainty. Though changes are accepted, but incremental change is preferred showing their moderate attitude towards excitement and uncertainty. Indians take calculated risks in terms of investment, expenditure and advancement (Pande, 1990), whereas their tolerance and adaptability for the unexpected is high. Their acceptance of imperfection, adaptability and tolerance make them determined. In such a society with competing values such as adaptability and risk aversion, acceptance and competition, an exploration of prominent brand personality preferences will help the marketers.

Brand personality (BP) can be defined as the set of human characteristics or personality dimensions associated with the brand (Aaker, 1997). BP is a protuberant construct for envisaging consumer inclinations and selections (Eisend & Stokburger-Sauer, 2013; Gordon et al., 2016; Guèvremont & Grohmann, 2013; Hultman et al., 2015; Molinillo, Japutra, Nguyen, and Chen, 2017). Three traits such as strength association, favourability association, and uniqueness association (Keller, 2013) can gauge consumer's perception regarding personality attached with a brand. Accordingly, BP is reflected through the consumer's perception regarding products, and can be any personality dimension attached, or perceived to be attached with a particular brand. However researchers have identified few prominent BP attributes referred by customers and practitioners in the field (Aker, 1997; Geuens et

al., 2009). Aaker (1997) has identified brand personalities such as sincerity, excitement, competence, sophistication, and ruggedness, and Geuens et al. (2009) have identified brand personality such as responsibility, activity, aggressiveness, simplicity, and emotionality. However, the applicability of these brand personality attributes differs from context to context and have many often been criticized. Authors (Davies et. al., 2018) have identified that different number of dimensions from the original five dimensions of Aaker's scale were relevant in different contexts such as in Japan (sincerity, excitement, competence, and sophistication), Spain (sincerity, excitement, and sophistication), France (Ferrandi et al., 2000), Netherlands (Smit et al., 2003) and China (Chu & Sung, 2011). Similarly new brand personality dimensions have been identified as crucial in different context which were not part of the Aaker's original brand personality dimensions (peacefulness in Japan, passion and peacefulness in Spain). This indicates that dimensions identified by Aaker (1997), and Geuens et al. (2009) are not universal and may be found insignificant in many different contexts. This suggests that brand personality represents values and beliefs of a culture. Therefore, the cultural difference among countries can result in culture specific differences in brand personality dimensions (Ahmad & Thyagaraj, 2017). These findings are supported by authors such as Sung and Tinkham (2005), Muniz and Marchetti (2012), Ekinci and Hosany (2006), Murphy et al. (2007) and Rojas- Méndez et al. (2013a, 2013b). Accordingly, scales have been developed specifically for country/nation brand personality (d'Astous and Boujbel, 2007; Rojas-Méndez and Papadopoulos, 2012; Rojas-Méndez et al., 2013a) and city brand personality (Kaplan et al., 2010). In line with this arguments, Davies et. al. (2018) have identified that Brand personality scales have also been developed within a number of other specific contexts such as for retailers (d'Astous & Levesque, 2003), not-for-profit organisations (Venable et al., 2005) and universities (Rauschnabel et al., 2016). Accordingly, with the increase in number of published scales, number of brand personality dimensions significant in specific context have also increased and is still increasing.

A study conducted by Davies et al. (2018) identified the brand personality dimensions in 21 studies published between 1997 and 2016 in various contexts of respondent type; branded entity type; and country/culture. It was found that the brand personality dimensions by Aaker (1997) and Geuens et al. (2009) cover many of the brand personality dimensions identified in those 21 studies conducted in various contexts. Though many other dimensions were found to be different from the dimensions of Aaker (1997), and Geuens et al. (2009), those dimensions have convergence over less number of studies, implying that these dimensions are too specific in particular context and may not be applicable in other contexts. Accordingly, brand personality dimensions by Aaker (1997), and Geunes et al. (2009) were taken to be tested for their prominence to predict buyers' buyer purchase intention in Indian context.

Buyers' brand purchase intention (BPI) can be defined as the intention of a buyer to purchase a product or service of particular brand if he/she has to buy it. It reflects the possibility and probability that the buyer will buy the brand (Crosno, Freling & Skinner, 2009). BPI can be influenced by different cognitive & perceptual factors such as name awareness, brand association, and perceived quality (Aaker, 1991). Theory of reasoned action suggests that behavioural intention of the consumer leads to behaviour (Fishbein & Ajzen, 1975; Son, Jin, Gerge, 2013) playing a pivotal role in buyer's actions (Pierre et al., 2005; Schlosser et al., 2006), and extent of buyers' brand consumption (Yoo & Lee, 2009).

BP is one of the prime factors that influence consumer preference, usage & purchase intention towards a particular brand. A brand that reflects a particular personality attribute or is perceived to have the personality will induce BPI, if the attributes coincide with buyer's preferred personality attributes in the product category. Accordingly, in Indian context, while purchasing toothpaste, authenticity, and responsibility may induce BPI, and BP attributes such as ruggedness, excitement and aggressiveness may look attractive while purchasing a sports bike. While a brand that portrays ordinary and simplicity may create belief among buyers, sentimental brands are more likely to create emotion and feelings in consumers. Accordingly, buyers having coherent disposition will more

likely to possess more favourable BPI towards the brand and may try to associate with the brands. Furthermore, in the same product category, different brand personalities reflected by different brands may induce varied BPI for different brands. Hence, this study tries to find the BP attributes that predict BPI toward cell phone brands in Indian context.

These brand personalities get reflected through the features, specification and communication such as advertisement and promotion of the brand. Advertisers incorporate various attributes through the advertising message to let the consumers perceive personality of the brand (Tellis, 2003). While, congruity of brand-related communication increases the favourability, strength, and uniqueness of the brand (Keller 1993) resulting in favourable brand perception (Martinez & Pina, 2003), incompatibility and incongruence of brand message and brand personality may result in lower favourability of the brand (Labroo & Lee, 2006; Zhou, Poon & Wong, 2014, Allman, Fenik, Hewett, and Morgan, 2016). However, if consumers have favourable attitude towards a brand, it will help in creating a higher preference for the brand, minimizing the negativities around it.

Buyer's brand attitude (BA) can be referred to the consistent evaluation of a brand, feeling towards a brand and tendency towards a brand of a buyer (Armstrong & Kotler, 2000; Wu S, 2003). Attitude is the synopsis of all emotions, expectations, opinions, values, and beliefs of a buyer (Bagozzi, 1994, Malhotra, 2005) towards a product/service. Various factors such as personal experience, learning, information, news, media & direct/indirect experience of life (Wu S, 2003) can influence buyers' attitude towards a particular brand. Tripartite model of attitude (Blackwell et al., 2001; Schiffman & Kanuk, 2004) suggests that, attitude consists of the beliefs of the buyer, his feelings, emotions, and behavioural intention. Accordingly, buyers' overall attitude towards a brand can be derived by assessing the buyers' beliefs, feelings, and emotions towards the specific brand.

Attitudes are stable and enduring predispositions to behave (Olson & Mitchell, 2000). Values that comprise consumer experience such as functional value, experimental value and symbolical value (Berthon et al., 2009; Sweeney & Soutar, 2001) contribute to BA. While functional value refers to the perception of the consumers about the functionality and need satisfying capability of the product, experimental value refers to hedonistic and aesthetic nature of the product, and symbolical value represents uniqueness of the brand. Over time, brand personalities establish strong and influential print in the minds of consumers through their functional, experimental and symbolical value in form of brand attitude (Saavedra, 2004) irrespective of the individual's necessity and ability to buy it.

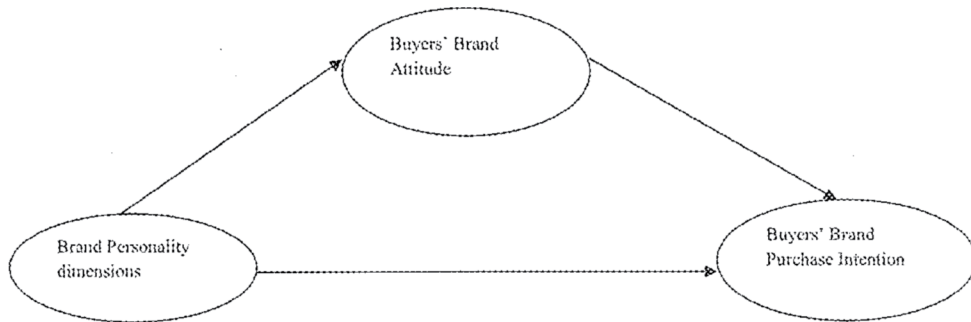
Attitude bridges the gap between consumer thought process and consumer need satisfying criteria (Armstrong & Kotler, 2000). Accordingly, consumers are more likely to have a purchase intention based on their perception and attitude that have already been formed in their minds and may neglect the original attributes of the product (Dick *et al.*, 1990). A positive attitude toward a brand resulting from its evaluation not only results in continuous preference of the consumer toward those brands (Wu & Wang, 2011) but also has a positive effect on the purchase intention and readiness to pay a higher value (Aaker & Keller, 1990; Keller & Lehmann, 2006; Wu & Wang, 2011; Abzari *et al.*, 2014). A consistent favourable BA may even minimize the effect of other constraints in inducing BPI for the brands. Therefore, distinctive brand personality can help create a set of unique and favourable associations in consumer memory in terms of BA and thus lead to Buyers' brand purchase intention (Keller, 1993). As arguments suggest that BP attributes form brand attitude and in turn, brand attitude influences BPI, it is more likely that BA mediates the effects of brand personality attributes on BPI.

Objectives

Based on the above discussion, there are two objectives of the study. The first objective is to examine which brand personality, is more significant than the other in influencing consumers' brand purchase intention in Indian context. The second objective is to examine the role of buyers' brand attitude in the context of brand personality and buyers' brand purchase intention.

The conceptual models describing the two objectives are shown in Figure 1.

Figure 1. Conceptual model



Source: Prepared by author

METHODOLOGY

Sample

Data were collected through questionnaire survey using snowball sampling. Questionnaires were sent to individuals working in a university after taking their permission in a Google form. They were requested to provide responses to the questionnaire and provide email IDs of potential respondents. These potential respondents were again sent the Google form taking their prior consent with a request to provide responses to the questionnaire and link to other potential respondents. The respondents were from different parts of India representing varied demographic background. The questionnaire was sent through email to 1127 individuals. Out of 1127 questionnaires sent, 317 responses which were complete in all respect were obtained. The sample comprised of 205 men (64.67%) and 112 women (35.33%). Fifty respondents were from rural areas, 68 from semi urban areas and 199 were from urban areas. Age of the respondents ranges from 18 years to 72 years. However, 94.3% of respondents are of below 50 years of age. Respondents are variedly educated. Twenty individuals are having a bachelors degree, 155 are having Masters Degree, where as 120 respondents are with PhDs and 22 respondents are with PDFs.

Measures

Brand Personality

Brand personalities of different brands were measured in terms of 10 personality dimensions. Five personality dimensions were taken from Aaker (1997) brand personality scale (sincerity, excitement, competence, sophistication, ruggedness), and five personality dimensions were taken from Geuens et al. (2009) brand personality scale (responsibility, activity, aggressiveness, simplicity, and emotionality). All the dimensions had 2 to 4 items. The responses ranged from 'Strongly Disagree (1)' to 'Strongly Agree (7)'. Due to the low number of items on some of the dimensions, all the dimensions were taken as observed variable for analysis. The internal consistencies (α) of the dimensions are: for sincerity = 0.85, excitement = 0.87, competence = 0.92, sophistication = 0.84, ruggedness = 0.68, responsibility = 0.81, activity = 0.90, aggressiveness = 0.65, simplicity = 0.55, emotionality = 0.77.

Buyers' Brand Attitude

Nine items were developed to measure buyer's brand attitude towards a particular brand. The sample items include, 'brand name is familiar', and 'product quality is satisfactory'. The responses to the items ranged from 'strongly disagree (1)' to 'Strongly Agree (7)'. When responses to 9 items were analyzed using confirmatory factor analysis, all items loaded significantly on one factor (standardized

loading range =0.68 ($p < 0.001$) to 0.90). The average variance extracted was 0.64. The one-factor model had acceptable fit indices ($\chi^2/df = 2.94$, CFI = 0.98, GFI = 0.96, NFI = 0.97, RMSEA = 0.07). It has high internal consistency ($\alpha = 0.94$).

Buyers' Brand Purchase Intention

Three items were developed to measure buyers' brand purchase Intention towards a particular brand. The sample items include: 'the likely hood that I will pay for my current cell phone brand is high'. The responses to the items ranged from 'strongly disagree (1)' to 'Strongly Agree (7)'. When responses to 3 items were analyzed using confirmatory factor analysis, all items loaded significantly on one factor (standardized loading range =0.68 ($p < 0.001$) to 0.90). The average variance extracted was 0.064. The one-factor model had acceptable fit indices ($\chi^2/df = 0$, CFI = 1, GFI = 1, NFI = 1, RMSEA = 0). It has high internal consistency ($\alpha = 0.84$).

Results

To explore the association of various brand personality attributes with buyers' brand purchase intention, and buyers' brand attitude, Person correlations of the dimensions were examined.

The descriptive statistics and Pearson correlations of the dimensions of the studied variables are reported in Table 1. All brand personality attributes except simplicity related positively with BA and BPI. Similarly all brand personality attributes are correlated with each other except simplicity. Simplicity though was found to be positively related with aggressiveness, emotionality, responsibility, sincerity, and ruggedness; it was not related to activity, excitement, competence and sophistication. The BA was found to be associated with BPI.

Because correlations did not reveal the antecedent-consequent relationships, a path analysis was carried out using AMOS 20. BPI and BA were the endogenous latent variables, and other brand personality attributes were exogenous observed variables. The path analysis will predict the influence of the Brand personality dimensions on BPI and will examine the mediating effects of BA in the relationships of BP and BPI. The results are reported in Table 2.

In the first model, when all ten BP attributes were tested for their influence on BPI, it was found that only five BP attributes such as responsibility, activity, emotionality, competence, and ruggedness were found to predict BPI. Accordingly, these five BP attributes were considered for the revised model deleting the insignificant predictors. The second model has improved model fit (GFI= 0.80, CFI= 0.77, NFI= 0.76) indicating that these five attributes are accounting for most part of the variance in BPI. Results suggest that all five BP attributes such as sincerity, responsibility, activity, emotionality and ruggedness positively predicted BPI. Competence, activity and ruggedness were found to be better predictors of BPI, while responsibility and emotionality explained comparatively lower extent of variance in BPI.

The third, fourth and the fifth model are tested to verify the mediating role of BA in the relationship of BP and BPI (Table 2). However, the fifth model shows the contextual reality of the BP attributes predicting BPI through BA in Indian context. Results from the third model indicate that four BP attributes except emotionality predicted BA. Emotionality though positively predicted BPI, could not predict BA. Similarly, fourth model suggests that BA strongly predicts BPI. In the full model (Figure 1), when all these five brand personality attributes were explanatory variables, with BA as mediator, and BPI as outcome, emotionality failed to predict BA. However, sincerity, responsibility, activity, and ruggedness predicted BA. Furthermore, BA strongly predicted BPI. The impact of all these four attributes on BPI decreased in comparison to step 2. Therefore, though BA failed to mediate the effect of emotionality on BPI, it can be concluded that BA mediated the relationship of brand personalities with BPI. The mediating effect of BA was found to be 169.4%, 41.25%, 102.66%, and 68.11% in the relationship of responsibility-BPI, activity-BPI, competence-BPI, and ruggedness-BPI respectively. BA is fully mediating the effects of responsibility and competence on BP, though mediating effects of BA for activity-BPI and ruggedness-BPI can be called as partial mediation.

Table 1. Correlation among BP dimensions, BA, and BPI

	1	2	3	4	5	6	7	8	9	10	11	12
1	1	0.615**	0.002	0.338**	0.755**	0.710**	0.733**	0.806**	0.758**	0.646**	0.710**	0.696**
2		1	0.134*	0.323**	0.486**	0.490**	0.602**	0.539**	0.522**	0.492**	0.446**	0.509**
3			1	0.355**	0.209**	0.229**	0.062	0.034	-0.024	0.119*	0.081	0.084
4				1	0.317**	0.540**	0.522**	0.387**	0.460**	0.478**	0.370**	0.417**
5					1	0.790**	0.627**	0.706**	0.632**	0.539**	0.673**	0.603**
6						1	0.769**	0.689**	0.660**	0.572**	0.650**	0.597**
7							1	0.784**	0.792**	0.688**	0.673**	0.659**
8								1	0.816**	0.698**	0.750**	0.713**
9									1	0.774**	0.706**	0.676**
10										1	0.650**	0.664**
11											1	0.788**
12												1
M	5.46	4.75	4.03	4.34	5.25	5.04	5.04	5.52	5.21	4.94	5.48	5.13
SD	1.19	1.28	1.38	1.36	1.13	1.15	1.21	1.24	1.28	1.30	1.16	1.30
**. Correlation is significant at the 0.01 level (2-tailed).												
*. Correlation is significant at the 0.05 level (2-tailed).												

Source: Prepared by the authors.

Notes: M = Mean, SD = Standard Deviation, 1= Activity, 2= Aggressiveness, 3= Simplicity, 4 = Emotionality, 5 = Responsibility, 6 = Sincerity, 7 = Excitement, 8 = Competence, 9 = Sophistication, 10= Ruggedness, 11 = BA, 12= BPI

However, as all the mediating effects were found to be in effect simultaneously in the full model, it can be concluded that BA fully mediated the effects of BP dimensions on BPI. The findings derived from the structural regression model had acceptable fit indices ($\chi^2/df = 5.82$, GFI = 0.85, CFI = 0.89, NFI = 0.87, RMSEA = 0.12).

Discussion

This study examined the association of ten BP attributes with BPI in Indian context and found five brand personalities as significant predictors of BPI for cell phones. The mediating effect of BA in the relationship of BP and BPI was tested. Results suggest that in Indian context BP attributes such as responsibility, activity, emotionality, competence and ruggedness have significant impact on BPI in comparison to insignificant impact of sincerity, excitement, sophistication, aggressiveness, and simplicity in cell phone category. Furthermore BP attributes such as responsibility, activity, competence and ruggedness were found to influence BPI significantly through the mediating effect of BA.

India is a fast developing nation amid rapid globalization. Though opportunities are getting larger and bigger; competition is the only way to get through the opportunities. Because of fewer opportunities for larger number of opportunity seekers, individuals tend to be more tough and outdoorsy while becoming more stable, reliable, intelligent, and responsible. Indian population is one of the youngest populations in the world having more than 65% below the age of 35 (“India has world’s”, 2014; “Demographics of India”, 2018). This is also reflected in the sample of this study, where 65.9% respondents are under the age of 37. Such a young population carries a lot of dynamism with themselves which is reflected in their preference for a more active, dynamic and innovative brand that provides out of the box solutions. In any culture, ethos and upbringing have their influence in attitudes, behaviour, and preferences of individuals. Indian culture is collectivistic, that focuses on family values, interpersonal relationship, and emotional attachment with each other. This is reflected

Table 2. BP predicting BA and BPI

Step	Path	Estimate	SEB	B (Standardized)	CR	Probability	Inference
Step 1	Sincerity →BPI	-0.02	0.03	-0.03	-0.64	0.52	
	Excitement →BPI	0.03	0.03	0.06	1.06	0.29	
	Competence →BPI	0.24	0.04	0.41	6.68	0.001	
	Sophistication →BPI	-0.04	0.03	-0.06	-1.23	0.22	
	Ruggedness →BPI	0.19	0.03	0.33	5.69	0.001	
	Responsibility →BPI	0.10	0.03	0.15	2.78	0.005	
	Activity →BPI	0.20	0.04	0.32	5.51	0.001	
	Aggressiveness →BPI	0.03	0.03	0.05	0.98	0.33	
	Simplicity →BPI	-0.01	0.03	0.02	-0.37	0.71	
Emotionality →BPI	0.07	0.03	0.12	2.32	0.02		
Step 2	Responsibility →BPI	0.08	0.03	0.10	2.36	0.02	
	Activity →BPI	0.21	0.06	0.28	3.74	0.001	
	Emotionality →BPI	0.06	0.03	0.09	2.21	0.03	
	Competence →BPI	0.24	0.06	0.33	4.17	0.001	
	Ruggedness →BPI	0.18	0.04	0.26	4.23	0.001	
Step 3	Responsibility → BA	0.18	0.05	0.21	3.85	0.001	
	Activity → BA	0.12	0.03	0.14	3.55	0.001	
	Emotionality → BA	0.03	0.03	0.04	1.0	0.32	
	Competence → BA	0.33	0.05	0.42	6.30	0.001	
	Ruggedness → BA	0.17	0.04	0.23	4.30	0.001	
Step 4	BA →BPI	0.87	0.07	0.91	12.49	0.001	Positive relationship
s 4 Step 5	Responsibility →BA	0.18	0.04	0.22	5.18	0.001	Mediation effect supported
	Activity →BA	0.12	0.05	0.5	2.20	0.028	
	Emotionality →BA	0.02	0.03	0.03	0.75	0.454	
	Competence →BA	0.34	0.06	0.44	5.99	0.001	
	Ruggedness →BA	0.17	0.04	0.23	4.05	0.001	
	BA →BPI	0.76	0.08	0.77	9.06	0.001	
	Responsibility →BPI	-0.06	0.03	-0.07	-1.69	0.091	
	Activity →BPI	0.13	0.05	0.17	2.63	0.009	
	Emotionality →BPI	0.07	0.03	0.10	2.41	0.016	
	Competence →BPI	0.01	0.06	0.01	0.13	0.897	
	Ruggedness →BPI	0.07	0.04	0.10	1.77	0.076	

Source: Prepared by the authors.

when individuals search for emotionality in their preferred brands. However, their rejection of brand personalities such as sophistication and simplicity reflects their tendency to be reasonable and responsible with the resources. In Indian society, materialistic gain is thought to be low in ensuring happiness which keeps them away from sophistication. Their risk taking tendency is neither high nor low, which is reflected in the rejection of the excitement brand personality comprising attributes such as daring, imaginative and spirited. This might as well be a reason for their rejection of aggressive personality of the cell phones.

These brand personalities reflected by the cell phone brands gradually creates an impression in the customer's mind in form of brand attitude irrespective of the need, eagerness and economic capability of the customer to purchase the product of the same brand. When need arises, this brand attitude creates eagerness and purchase intention towards the same brand while inducing a lower preference for the same products of other brands. A more favourable brand attitude may even propel for a want for the brand which in turn converts into need for the product of the same brand. Accordingly, instead of predicting BPI directly, brand personalities induce BPI by creating a consistent and persistent brand attitude in buyer's mind.

CONCLUSION AND MANAGERIAL IMPLICATIONS

In understanding the relationship between BP, BA & BPI in Indian context, this study provides an understanding of different BP attributes & an empirical evidence of their influence on BPI through the mediating effect of BA. The findings will help the marketers to redefine the marketing strategy. Organisations may focus on appropriate communication so as to capture the fantasy of their target consumers. The organizations can redesign their product differentiation to position the brand in market to enhance the conversion rate of potential customers.

The marketers must be acquainted with the culture in shaping Indian consumer's acuity of brands so that their purchase activities can be better predicted. Brands can be harmonized with disposition and then pointed to customers whose traits equivalents the persona of the brand. It is imperative for brand managers to comprehend how consumers pick out the brand. At present, Aaker's five brand personality dimensions are widely used to measure the consumer's perception of the personality of a brand. This study provides a more detailed insight into the relevance of these dimensions in Indian context. Brand personality enables marketers to efficiently converse with their customers about the brands and to build sturdy associations (Diamantopoulos et al., 2005). In addition, brand personality could assist brand managers to recognize how their consumers make out and distinguish their brands as well as their contenders' brands (Das et al., 2012). Brand marketers and managers in cell phone industry could use the information of their brands' personality to build up and uphold marketing strategies to efficiently draw consumers or supporters.

Limitations

This study is not free from limitations. Firstly, the data were collected through convenient and snowball sampling. Though the sample comprises of individuals from places around the country, caution needs to be followed while generalizing the findings. Data from random sources would have substantiated the findings. Second, these brand personalities were found to be predictors of BPI in cell phone category; however their predictability may vary in other product categories. Third, we have received more than 20 brands from respondents. However, 75.4% respondents have given eight brands as their cell phone brand. More number of respondents on rest of the brands would have substantiated the findings. Fourth, cultural diversity is pretty palpable in India regarding subcultures and their distinct values, rituals and traditions. Future research could examine the suitability of brand personality for the culturally diversified markets in India taking into account the sub-cultural, religious diversity along with varied social norms. Fifth, we have explored the relevance of only Aaker's (1997) and Geuens et al. (2009) brand personality dimensions due to their wider applicability in other contexts. However, exploration of other such brand personality dimensions would have provided more insights. Notwithstanding the limitations, this study provides insights regarding the prominent brand personalities pertaining to Indian context and their relationship with BA, and BPI.

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Bikash Kumar Rup has 10 years of industry experience. He has worked in different organisations in different verticals of marketing, sales and administration. His area of research is brand management, consumer behavior and behavioral economics.

Jyotiranjana Gochhayat is an Asst. Professor at KIIT Deemed to be University, Bhubaneswar, India and his research interests are in areas of leadership, organizational effectiveness, and psychology in marketing.

Sasmita Samanta is a professor in the area of Commerce and Management at KIIT Deemed to be University, Bhubaneswar, India. She has over two decades of experience in various areas of management and her research interests are in Leadership, Management, Education, and Spiritualism.