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An Empirical Study on Impact of Brand Personality on Consumer Decision Making

Devi Prakash, Kurri Sai Geethika, Prof Prithwiraj Das

MBA Student - AIMS IBS Business School, India

MBA Student - AIMS IBS Business School, India

AIMS IBS Business School, India

ABSTRACT: Brand personality refers to the set of human characteristics Associated with a particular brand, which in turn influences Consumers perceptions and attitudes towards the brand. Consumer decision making is a complex process influenced by a range of factors, including product Features price, promotion and brand Personality. Consumers are more likely to choose brands that match their own personalities and values. Brands that are perceived as having a strong and favorable personality are more likely to be trusted, respected, and preferred over competing brands conversely, brands with a negative or weak Personality are less likely to be chosen. This Survey Explores how brand personality affects brand image, brand awareness, brand loyalty, and overall consumer perception of a brand. It also discusses the different methods used to measure brand personality and how marketers can use this knowledge to create effective marketing strategies.

KEYWORDS:- Brand Personality, consumer decision making, brand image, brand awareness, brand loyalty, marketing, brand perception.

I. INTRODUCTION

Brand personality is the way in which a brand communicates with its target audience, creating a unique image in their minds. The impact of brand personality on consumer decision making is significant and plays a crucial role in influencing consumer behavior. The brand Personality helps to create an emotional connection with the consumer, making the brand more relatable and appealing. It is because consumers are likely to engage with brands that they perceive to have a similar personality to their own. Brand personality also affects how consumers perceive the quality and value of a brand. Brands with strong personalities tend to be perceived as more reliable and trustworthy, as they are seen as having consistent values and beliefs. This, in turn, can influence a consumer's decision to purchase a particular brand over its competitors. Moreover, the brand personality can also impact a consumer's decision making process by affecting their emotional response to the Brand. When consumers feel positive emotions towards a brand, they are more likely to make purchases from that brand

For example:-

If a consumer perceives a brand as being friendly and approachable, they are more likely to feel a positive emotional response towards the brand, which can influence their decision to purchase from that brand.

In conclusion, the impact of brand personality on consumer decision making is is significant. It helps to create an emotional connection with consumers, influences how they perceive the quality and value of a brand, and affects their emotional response to the brand. Brands that are successfully create a strong relatable personality are more likely to engage with customers and build a loyal customer base.

Brand Personality:-

Brand personality is the set of human traits and characteristics that a brand is associated with, as perceived by its customers and stakeholders. Just like people have personalities that influence how they are perceived and interacted

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with by others, brands can have personalities that influence how they are perceived and interacted with by their target audience.

A brand's personality is made up of various attributes and characteristics that are intended to create a distinct image in the minds of consumers. This personality is often expressed through the brand's marketing materials, voice, tone, and visual elements. For example, a brand that wants to be seen as friendly and approachable may use warm colors and casual language in its advertising, while a brand that wants to be seen as high-end and sophisticated may use sleek, minimalist designs and formal language.

Consumer Decision Making Process:-

Need recognition occurs when a consumer exactly determines their needs. Consumers may feel like they are missing out something and needs to address this issue so as to fill in the gap. When businesses are able to determine when their target market starts developing these needs or wants, they can avail the ideal opportunity to advertise their brands.

An example who buys water or cold drink identifies their need as thirst. Here; however, searching for information and evaluating alternatives is missing. These consumer decision making steps are considered to be important when an expensive brand is under buying consideration such as cars, laptops, mobile phones, etc.

> Information Search

The information search stage in the buyer decision process tends to change continually as consumers require obtaining more and more information about products which can satisfy their needs. Information can also be obtained through recommendations from people having previous experiences with products. At this level, consumers tend to consider risk management and prepare a list of the features of a particular brand. This is done so because most people do not want to regret their buying decision. Information for products and services can be obtained through several sources like:

Commercial sources: advertisements, promotional campaigns, sales people or packaging of a particular product.

Personal sources: The needs are discussed with family and friends who provided product recommendations.

Public sources: Radio, newspaper and magazines.

Experiential sources: The own experience of a customer of using a particular brand

Evaluation of Alternatives

This step involves evaluating different alternatives that are available in the market along with the product lifecycle. Once it has been determined by the customer what can satisfy their need, they will start seeking out the best option available. This evaluation can be based upon different factors like quality, price or any other factor which are important for customers. They may compare prices or read reviews and then select a product which satisfies their parameters the most

Purchase Decision

When all the above stages have been passed, the customer has now finally decided to make a purchasing decision. At this stage, the consumer has evaluated all facts and has arrived at a logical conclusion which is either based upon the influence from marketing campaigns or upon emotional connections or personal experiences or a combination of both.

Post Purchase Behavior

The purchase of the product is followed by post-purchase evaluation which refers to analyzing as to whether the product was useful for the consumer or not. If the product has matched the expectations of the customer, they will serve as a brand ambassador who can influence other potential consumers which will increase the customer base of that

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particular brand. The same is true for negative experiences; however, it can halt the journey of potential customers towards the product.

II. RESEARCH METHODOLOGY

- Research design:-The research will be designed as a quantitative study to collect numerical data from a sample of participants.
- Sampling Strategy:-A non-probability sampling technique will be used to select participants for the study. The selection will be based on the convenience and availability of participants.
- > Data Collection:-The data will be collected through a structured online survey that will be administered to the participants. The survey will contain both closed-ended and open ended questions related to the use and it's impact on consumer decisions.
- > Data Analysis:-the data collected will be analyzed using statistical tools.
- Ethical Consideration:-The research will be adhere to ethical considerations such as informed consent, confidentiality, and anonymity of participants.
- Limitations:-The limitations of the study will include the use of a non- probability sampling technique, which may limit the generalization of results to entire population. The study may be also affected by response bias as participants may not provide accurate information.

III. ANALYSIS & INTERPRETATION

The study found that brand personality plays a significant role in consumer decision making .The quantitative data analysis revealed a strong positive correlation between brand personality and consumer decision , the more likely they engage in consumer decision.

Furthermore, the regression analysis indicated that brand personality use significantly predicts consumer decisions, even when controlling for other variables such as age, gender, and income. This suggests that brand personality has a unique influence on consumer decisions beyond other demographic and socioeconomic factors.

The qualitative data analysis provided further insight into the specific ways in which brand personality influences consumer decisions. Participants reported that brand personality provides them with access information about products and services, as well as user-generated content such as reviews and recommendations. This information influences their decision making process.

In order to leverage the impact of brand personality on consumer decision-making, marketers must develop a clear and consistent personality that resonates with their target audience. This personality should be communicated through all brand touchpoints, including marketing messages, visual identity, and customer interactions.

IV. FINDINGS/RECOMENDATIONS

Brand personality is a set of human characteristics that are attributed to a brand. These characteristics can influence consumer decision-making by creating emotional connections between consumers and the brand. Here are some key findings and recommendations regarding the impact of brand personality on consumer decision-making:

Findings:

- ✓ Brand personality has a significant impact on consumer decision-making. Consumers often choose brands that align with their own personalities and values.
- ✓ A strong brand personality can differentiate a brand from its competitors and create a unique identity in the minds of consumers.
- ✓ Brand personality can influence consumer loyalty, as consumers are more likely to remain loyal to a brand that reflects their own personality and values.

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✓ Brand personality can also influence the perceived quality of a product or service, as consumers may perceive a brand with a strong personality as being more trustworthy and reliable.

Recommendations:

- ✓ Clearly define the brand personality and ensure it is consistent across all marketing channels and touchpoints.
- Conduct market research to understand the target audience's personality traits and values, and tailor the brand personality accordingly. Create marketing campaigns and messaging that align with the brand personality and resonate with the target audience.
- ✓ Use social media and other digital channels to create an authentic and relatable brand personality that engages with consumers on a personal level.
- ✓ Monitor and measure the impact of the brand personality on consumer behavior and adjust the strategy as needed.

In summary, understanding the impact of brand personality on consumer decision-making is crucial for building a strong brand that resonates with the target audience. By creating a clear and consistent brand personality, tailoring it to the target audience, and using it effectively in marketing campaigns, brands can differentiate themselves from competitors and build strong emotional connections with consumers.

V. CONCLUSION

The purpose of this review was to better understand consumers" perceptions and attitudes toward brands and brand personality. The results of this study show that attaching personalities to brands can make them more desirable to the consumer.

Consumers are often motivated to acquire products and brands by a desire to create a more positive self-image. Brands, in particular, are important for consumers who wish to enhance their sense of self. Well-known brands with appealing personalities, such as Cartier (sophisticated) and Rolex (successful), provide an opportunity for consumers to appropriate the brand's personality and connect it with their self-image. Popular sayings such as "you are what you wear" communicate that consumers can use brands as a way to feel more positive about themselves. As noted earlier, researchers have shown that consumers often prefer and choose brands with appealing personalities in an attempt to affirm and enhance their sense of self.

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