

IMPACT OF BRAND PERSONALITY ON THE CONSUMER BEHAVIOUR

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ABSTRACT

In this present day aggressive setting, such a lot of brands region unit out there for the customers to settle on, all of which give comparable very points of interest. In this way it's vital to separate our offerings from those of the competitors. In this setting complete demeanor assumes an imperative part to spot and separate our item. finish personality are frequently sketched out on the grounds that the arrangement of disposition characteristics of human that territory unit credited to an entire. In current situation finish disposition is unfathomably essential for the organisations to position their entire inside the market. So amid this examination we tend to feature the significance of brand name disposition for the purchaser and trafficker. For this reason, we tend to starting think about the writing audit composed regarding the matter, at that point we tend to examine the connection of brand name personality with the disposition of the purchaser, at that point we tend to consider the effect of brand name demeanour on the purchaser conduct with the help of a little frame. it had been over that total disposition has positive effect upon, the edge of the customers towards the total, finish dependability, finish fulfilment and finish connection. On the preface of aftereffects of the frame recommendations territory unit given to the trafficker concerning situating inside the market and planning publicising and limited time approaches for the brand.

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INTRODUCTION

Today, the achievement of an association doesn't mainly rely on its substantial resources however its intangibles resources like entire and altruism are awfully vital to abuse fluctuated points of interest. entire alludes to a notoriety, term, sign, image, style or a blend of those, utilised keeping in mind the end goal to detect the stock and administrations of dealers or a gaggle of venders, and to separate those item and administrations from those of the contenders'. entire encourages the clients to recognise the stock of a chose entirety. disposition might be a mental term and it alludes to the characteristics and qualities that separate a private from others. consistent factor might be connected to the entire that is given to the stock and administrations. it's called entire personality. entire personality comprises of an accumulation of human ascribes identified with a specific entirety. Kotler (2006) plot entire disposition on the grounds that the mix of human characteristics which could be ascribed to a specific entirety. entire demeanour frames entire mindfulness and entire picture among the clients. With the help of these, advertisers will create entire trust (propensity to rely on an entire that you just range unit acquiring), entire duty (lasting inclination to keep up the valuable association with a brand), entire connection and entire devotion (powerful and durable association with an entire.) inside the market. fluctuated considers are directed to demonstrate that purchasers interface their own particular personality qualities like trustworthiness, chipper, enchanting, genuineness with the entire then they buy the stock to coordinate with their disposition. So it's a test for the dealer to create and construct entire disposition that is in accordance with the personality of their objective clients.

OBJECTIVES OF THE STUDY

The following are the objective of the study:

- To feature the connection between entire disposition and shoppers' personality.
- To feature the effect of name disposition on customer conduct
- To give proposals and recommendations

HYPOTHESIS OF THE STUDY

H01(null hypothesis): complete temperament doesn't have positive impact upon shopper behaviour.

H02 there's important distinction between the opinion of males and females with reference to the statement that there's a relationship between complete temperament and consumer's temperament.

To test the higher than developed hypothesis, Chi-Square check is employed. The Chi-square formula adopted is:

$$\text{Chi-Square} = \sum (O)^2/E-N$$

Where: O = discovered frequency

E = Expected frequency that is equal to N/K N = Size of sample i.e. 90 K = number of cells

The appropriate degrees of freedom is K-1. The test is administered at five-hitter level of significance.

LITERATURE REVIEW

In this part we will survey the writing composed on this theme.

Sung et al in 2010 demonstrated the connection between the measurements of brand identity, mark trust and brand duty. He inferred that the measurements of brand identity are specifically related with mark trust and brand duty.

Support et al in 2009 directed an examination to feature the effect of the measurements of brand identity upon brand-attractiveness and mark reliability and inferred that skill measurement is fundamental measurement which impact the brand engaging quality and brand faithfulness.

Ellis and Tinkham in 2008 dissected the effect of music utilised as a part of promoting on the impression of purchasers with respect to mark identity. He presumed that the delicate and infectious music influences the view of purchasers with respect to mark identity

Aaker in 1997 built up a structure of brand identity and featured its five measurements which is truthfulness, fervour, capability, modernity, and toughness. It was closed by the examination that nurturance, warmth, family introduction, and traditionalism are attributes of true brand identities.

DIMENSIONS OF CONSUMER PERSONALITY AND BRAND PERSONALITY

Personality could be a mental thought that includes a gathering of practices or as a structure of alternatives. Following will be thought of in light of the fact that the measurements of customer (human) disposition.

TABLE-1:

DIMENSIONS OF CONSUMER TEMPERAMENT

SDimensions (consumer) of Human Personality	Traits
Open-mindedness	Intellectual curiosity, imagination, opening to gain new experiences.
Conscientious	Efficient, organised, systematic, practical, disorganised, inefficient, sloppy, careless.
Extraversion	Bold, extraverted, talkative, bashful, quiet, shy, withdrawn, energetic
Agreeableness	Kind sympathetic, warm, cooperative, cold. Unsympathetic, harsh, rude.
Neuroticism or emotional stability	Unenvious, relaxed, fretful, envious, jealous, moody, touchy, temperamental

Aaker (1997) was the essential mortal WHO has given 5 measurements {of whole|of mark name|of name} demeanour and has been used in a few option mark identity related investigations. we will see these 5 measurements inside the accompanying table that additionally are taken amid this investigation:

TABLE-2:

DIMENSIONS OF BRAND PERSONALITY

Dimensions of Brand Personality	Traits
Sincerity	Down-to-earth, honest, wholesome, cheerful, family-oriented Sincerity
Excitement	Young, exciting, daring, trendy, spirited, imaginative, up-to-date
Competence	Reliable, intelligent, successful
Sophistication	Upper class, charming
Ruggedness	Outdoorsy, tough

BRAND PERSONALITY AND CONSUMER PERSONALITY:RELATIONSHIP

Presently in current time the organisations consider the entire as a private and characteristic bound qualities that region unit routinely given to individuals (people). along these lines from

this we can state that brands have an impact on the buyer's conduct, clients contrast their own identity and the identity of the brand specifically or in a roundabout way. They select the brands, to that they'll relate their own identity. shoppers don't basically buy stock to fulfil their fundamental physiological, social and wellbeing needs however self-completion and confidence needs additionally assume a urgent part inside the buy of stock.

Aaker (1997) clarified in her investigation that the three brand identity measurements 'Genuineness', 'Energy' and 'Capability' are connected with the identity of buyers as they region unit the interior portion of the customer Identity however 'Advancement' and 'Roughness', range unit the attributes which people regularly need to claim however it's a bit much that they have there alternatives as they're not inner a piece of the human disposition. in this way thinks about conjointly uncover that there's a connection between human (buyers) disposition and entire personality.

EMPIRICAL RESULT

TABLE-3:STUDY RESULTS

Gender	No. of respondents	Percentage
Male	50	55.56
Female	40	44.44
Total	90	
Age	No. of respondents	Percentage
19-25	40	44.44
25-30	30	33.34
>30	20	22.22
Total	90	

SUGGESTIONS AND RECOMMENDATIONS

From the exploration discoveries following recommendations can be given to the advertiser to abuse the advantages of brand identity:

1. The advertiser ought to be straightforward and faithful towards their clients in giving great quality items to expand mark unwaveringness and mark responsibility.
2. The advertiser should refresh and roll out consistent improvements in their items and brand identity keeping in mind the end goal to meet the changing needs of the customers and to coordinate the brand identity attributes with the identity characteristics of the shoppers
3. Marketers should concentrate on the publicising and other special endeavours to make the customers mindful about the accessibility of their image in the market.
- 4 They should utilise mark identity qualities to publicise their image in the market as brand identity causes an organisation to convey their image all the more successfully to the customers.
- 5 They should attempt to feature and reinforce positive parts of their items and dispose of the negative parts of their items keeping in mind the end goal to get normal duty with the purchasers.

CONCLUSION

Brand personality refers to personality traits of humans associated with a brand. As per Aaker's brand personality scale there are five dimensions of brand personality such as sincerity, excitement, competence, sophistication and ruggedness. Brand personality traits help the consumers to identify and differentiate the different brands available in the market. In modern era consumers buy a particular brand not only to satisfy their basic physiological needs, social and safety needs but to satisfy their self-esteem and self-actualisation needs also. They finally buy a brand only when the personality of that brand matches with their own personality. Various personality dimensions have positive impact upon the consumer behaviour that we have seen from the empirical study. After purchasing if they are satisfied with the brand they tend to be loyal with that particular brand and they feel attached with the brand. So it is a challenge for the marketer to develop and create brand personality which is consistent with the personality of their target consumers. So marketer should try to differentiate the brand personality of their brand with that of the competitors.