

# A RELATIONSHIP BETWEEN LIFESTYLE DIMENSIONS AND BRAND PERSONALITY – A STUDY WITH REFERENCE TO FMCG CONSUMERS IN CHENNAI CITY

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## **Abstract:**

This study investigated the relationship between dimensions of lifestyle and brand personality on FMCG consumers' identification with a brand. The focus was on luxury, need, prestige and quality to often transmute their brand personalities. The author develops a conception to expound the effect of brand identification on brand loyalty. The paramount variables of this conception include the technological oriented and luxurious background of FMCG market. The study denoted that there is an emotional affirming of the brand; brand knowledge; brand satisfaction and brand loyalty are greatly correlated with the life style dimensions of the customers.

## **Keywords:**

FMCG consumers, dimensions of brand personality, lifestyle dimensions, Brand personality and lifestyle relationships

## **Introduction:**

Brand personality has been admired topic in marketing and advertisement since determining the correct dignitary idiosyncratic for a brand plays a vital role in customers based on their usage and function in personalities. (Ligas, 2000; Fournier, 1991).

Researchers are extending worries apropos grasping and describing these allusive interpretations to highlight the singularity of their marquee and to distinguish them with other opponents (Aaker, 1997; Hogg, Cox, and Keeling, 2000).

Moreover, the abstraction of brand personality appeared more than thirty years, academicians researching this matter related to marketing and advertising. (Aaker, 1997; Carr, 1996; Duboff, 1986; Durgee, 1988; Ogilvy, 1988; Plummer, 1985; Sirgy, 1982).

The half century of study on marketing and advertising has demonstrated that consumers point brands not only to the features and benefits but also to contribute additional value to trade names. (Levy, 1959; Martineau, 1958).

Brand creation and management are one of the policies for brand image, and it has been seen as a causal factor of both brand value and fairness. To acquire these explications, brand equity and image continuously examined in order to measure imitation to understand those impalpable brands allocate. (e.g., Aliawadi, 2003; Biel, 1992; Keller, 1993; Rust, Zeithaml and Lemon, 2000).

The relevant tool in building brand personality is to accept a perfect variation in bringing brand personality.

### ***Review of Literature:***

The importance has given in the different fields that are implemented to brand intellectualization and management. (e.g., Keller, 1998; Ligas, 2000).

“The perception of the consumers over a brand will differ and it is based on their human temperament, mentality and attitude of the customers” (Alt and Griggs, 1988, p. 9, Batra et al., 1993, King, 1973 and Lippa, 1994);

Personality has an important relation among working properties and values” (Hankinson and Cowking, 1995);

The consumer’s emotional firebrand is related for comparison, external face and differentiates the brands. (Aaker, 1996, p. 1, Patterson, 1999, Upshaw, 1995).

In brand personality research, academics and practitioners have difficulty in differentiating brand personality and other contrives, like brand image or brand identity (Freling and Forbers, 2005).

Brand personality reflects the brand’s main target, epitomized, depicted and accomplished in human conditions and customers’ emotional response to a company and its product. (Restall and Gordon, 1994, Triplett, 1994).

A brand’s personality personifies all of the abilities it has to extend on the top of its primary behaviour and its functional design. (Patterson, 1999).

Marketing researchers seek to distinguish their brands from others and to create brands for consumers based on their functional and emotional needs. (Aaker, 1997; Keller, 1993).

Advertising practitioner’s emphasis in brand personality is creating strategies in advertising and to show that particular brand personalities yield positive results. (Freling and Forbes, 2005).

Aaker’s concept is to create a brand personality to find researchers to create explanations of brands.

Aaker (1997) explained, brands can be mimicked by a elaborated personality accepted from consumers concerns and product-linked attributes. (Bosnjak et al., 2007).

Aaker’s idea to build brand personality have been extensively and constantly accepted in different advertising research on brand and consumer (Batra and Homer, 2004, Gwinner and Eaton, 1999), brand development, buyers analysis (Bonde and Nilsson, 1999, Cass and Grace, 2004), brand selection and buying motive (Cass and Kim, 2001), brand integrity, online brand charisma and commercial brand behaviour (Okazaki, 2006, Login et al., 2006).

Brand personality brings human expressive feedbacks to a brand or a product, and to differentiate them beyond pleasing practical lineaments. The notions that brands have personality and that The relationship between consumers and brand personality is important for benefits in the areas of marketing and advertising. (Freling and Forbes, 2005)

Most of the brand personality is concentrated on Aaker’s five brand personality dimensions and their traits. Some scholars have concern about the applications of Aaker’s brand personality construction. Azoulay and Kapferer’s (2003) questioned whether brand personality measures the specific brands in the market.

Brand personality is based on consumers personality attributes both function and significant for brands (Azoulay and Kapferer, 2003, p. 151).

As per the definition of brand personality, the authors concluding human personality traits and only personality traits are compatible and connected to brands. They affirmed that some of Aaker’s dimensions and aspects are insignificant for brand uniqueness and are not related with the definition ‘personality’ (ex: feminine, competence, and upper-class). In event of the previous research, the dimensions of brand personality are defined to particular traits and omit certain points (Bosnjak et al., 2007).

### ***Research Gap:***

After reviewing the national and international literature pertaining to lifestyle dimensions and brand personality, the researcher predominantly identified three unmeasured research questions namely

1. How many dimensions of lifestyle can we extracted from FMCG consumers?
2. Is there separate dimensions exist for brand personality of FMCG consumers?
3. Is there any intrinsic or eccentric relationship exists among lifestyle dimensions and Brand Personality?

### ***Objectives of the research:***

1. To study the dimensions of lifestyle personality among FMCG consumers in Chennai city.
2. To determine the dimensions of brand personality that exists among FMCG consumers in the study area.
3. To find the relationship between lifestyle dimensions and brand personality.

### ***Hypothesis:***

There is no relationship between lifestyle dimensions and brand personality of FMCG consumers.

### ***Methodology:***

This study is completely based on primary data. It is collected from FMCG consumers in all the fifteen zones of Chennai city.

### ***Questionnaire Design:***

In order to collect the responses from FMCG consumers the researcher used a structured questionnaire with three parts namely part one indicates demographic and purchases details of FMCG consumers, part two details with variables pertaining to lifestyle dimensions in Likert's five point scale. The third part completely evaluates brand personalities in the same Likert's five point scale. The Likert's five point scale has the following scores

5. Strongly Agree, 4. Agree, 3. Neutral, 2. Disagree and 1. Strongly Disagree.

### ***Sample selection:***

The researcher circulated 50 questionnaires each in all the 15 zones of Chennai city through convenient sampling method, which comes to the total of 750. After scrutiny it is found 32 of them are found with flaws, hence the sample size of the research is 718.

### ***Reliability and validity of the data:***

After collecting the data the researcher used Cronbach's alpha method to find the reliability of the statements pertaining to lifestyle dimensions and brand personality. The lifestyle dimensions have the reliability coefficient 0.827 and brand personality variables have the Cronbach's alpha coefficient 0.811. These two values are above the bench mark value of 0.75 hence it is concluding that the research instrument designed by the researcher is highly reliable.

### ***Validity evaluation:***

The researcher applied both explorative factor analysis and confirmatory factor analysis to measure the dimensions of lifestyle as well as the brand personality. The confirmatory factor analysis

confirmed the factors derived from the exploratory factor analysis. Some of the variables with less than 40% variance are eliminated and the remaining variables confirm the dimensions of lifestyle and brand personality. The subsequent application of linear multiple regression analysis revealed the good influence of lifestyle dimensions over brand personality.

### Data analysis:

The following statistical tools are used to process the primary data collected from the respondents.

1. Cronbach's alpha method
2. Explorative factor analysis
3. Confirmatory factor analysis
4. Linear multiple regression analysis.

### Analysis and discussion:

In this section researcher applied both exploratory factor analysis and confirmatory factor analysis. Since this research consists of two titles namely lifestyle dimensions and brand personality both of them required dimension reduction.

Lifestyle consists of 25 variables and brand personality also consists of 25 variables. In Likert's five point scale which ranges from Strongly Agree to Strongly Disagree. The application of exploratory factor analysis identified 5 number of dimensions of lifestyle and number of dimensions of brand personality.

After obtaining the above mentioned dimensions through exploratory factor analysis the researcher confirmed them. Through confirmatory factor analysis the confirmed factors on validated through the following table values separately for lifestyle dimensions brand personality.

**Table: 1 KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>	.662
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b> 28855.624
	<b>df</b> 435
	<b>Sig.</b> .000

From the KMO and Bartlett's test it is found that the KMO Measure of Sampling Adequacy is .662, Bartlett's test of Sphericity with approximate Chi-square value is 28855.624 are statistically significant at 5% level. This shows that the variables of Lifestyle dimensions and Brand personality are reliable and validated. The numbers of Lifestyle dimension factors are given below.

**Table:2 Lifestyle dimensions**

S No	Factors	Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %
1	Luxuriousness	7.715	25.716	25.716
2	Perceived Prestige	6.455	21.516	47.231
3	Gregarious Personality	4.163	13.875	61.107
4	Introverts	3.147	10.491	71.598
5	Unambitious	2.644	8.813	80.412



From the above table it is ascertained that 25 variables of Lifestyle dimensions are reduced into 5 predominant factors namely Luxuriousness, Perceived Prestige, Gregarious Personality, Introverts and Unambitious with cumulative variance of 80.412%. This shows that in Chennai city, the consumers have above mentioned 5 Lifestyle dimensions.

Since the main aim of the research is to find out the relation between lifestyle dimensions and brand personality the researcher used linear multiple regression analysis and the results are summarised in the table below.

**Table: 3 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517 <sup>a</sup>	.267	.261	1.04982

a. Predictors: (Constant)

From the above Multiple Regression Analysis it is found that the Lifestyle dimensions create 26.7% variance over the Brand Personality. It is statistically also significant and identified in the following ANOVA table.

**Table: 4 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	225.458	5	45.092	40.913	.000 <sup>b</sup>
	Residual	618.289	561	1.102		
	Total	843.746	566			

a. Dependent Variable

b. Predictors: (Constant)

From the above table it is found that  $F = 40.913$ ,  $P = .000$  consolidates the relation between Lifestyle dimensions and Brand Personality.

The following table of Regression Coefficient is able to order the influence of Lifestyle dimensions on Brand Personality.

**Table: 5 Coefficients<sup>a</sup>**

Model	Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.425	.119		3.561	.000
	Luxuriousness	-.086	.037	-.090	-2.346	.019
	Perceived Prestige	.658	.053	.470	12.504	.000
	Gregarious Personality	.044	.028	.059	1.564	.118
	Introverts	.400	.103	.164	3.881	.000
	Unambitious	-.048	.107	-.019	-.450	.653

a. Dependent Variable

From the above table it is found that Luxuriousness, Perceived Prestige, Gregarious Personality, Introverts and Unambitious are able to decide a personality of a consumer during their behaviour towards a Brand. Among these 5 dimensions, the consumers Perceived Prestige in acquiring the product actually revealed their Personality towards Brand.

From the above table it is found that all the dimensions of the lifestyle are found to influence the brand personality of FMCG consumers in Chennai city. Hence the hypothesis, there is no relation between lifestyle dimension and brand personality is rejected at 5% level and concluded that there is a deep relationship between lifestyle dimensions of FMCG consumers in Chennai city and brand personality emerged among them.

### ***Findings and conclusion:***

The study concluded that the Lifestyle dimensions of FMCG consumers especially their luxurious approach, need base approach, prestigious approach and perceived quality approach often changed their brand personalities. The technological oriented with luxurious background expect the updated brands of FMCG in their market. The emotional attachment of the brands, brand knowledge, brand satisfaction and brand loyalty are greatly correlated with the life style dimensions of the customers.

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