THE ROLE OF THE CONSUMER'S PERSONALITY IN CREATING THE BRAND'S PERSONALITY

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Abstract

In modern business conditions, people are constantly engaged in building their identity, so the symbolic characteristics of products are often the primary reasons for their purchase. Brand personality is generally understood as a characteristic of a brand. Accordingly, just like people, all brands have a certain degree of personality. In some cases they are very emotional and lively, in other cases they are underestimated or barely noticeable. Since the brand personality is an intangible category, marketing experts strive to understand the needs of consumers and how the brand personality affects their preferences and loyalty. Starting from the existing theoretical views, the aim of the author is to investigate the relationship between the personality of the consumer and the personality of the brand in the mobile phone market in the Republic of Serbia. The intention is to look at the relationship between personality characteristics and individual dimensions of the brand personality based on the obtained empirical data, based on which the connection between these variables will be identified, and then guidelines for further business in the mobile phone market.

Keywords: brand personality, consumer personality, Acker's scale, mobile phones, Republic of Serbia

JEL classification: M30, M31

Introduction

Consumer habits have become a dynamic category as the market offers a large number of products and services. The brand has become a competitive tool that companies use to identify and differentiate products in the market. However, product differentiation in the market is less and less based on the physical characteristics of the product (quality, functionality, durability, safety, practicality), but companies are looking for ways to create a strong emotional connection between the brand and consumers. Such connections lead to a higher level of consumer loyalty, which increases the company's financial performance (Park, 2010). This approach of the company affects the minds of many consumers, which creates a strong emotional connection with the brand. Consequently, a strong brand identity and image are key to building brand equity in modern business conditions (van Rekom, Jacobs, Verlegh, 2006, p. 185). A recognizable and well-defined brand personality is the key to brand success. Researchers have pointed out that brand personality increases consumer preferences and their use (Sirgi, 1982) of emotion in consumers (Biel, 1993) and has a positive relationship with levels of trust and loyalty (Fournier, 1994). However, keeping customer satisfaction at the highest level could not guarantee customer loyalty for the firm, but it can guarantee positive word of mouth (Haciyev, 2019). Word of mouth (WOM) recommendations are very important for customers acquisition, especially for small and medium enterprises (SMEs). This is why "viral marketing" and other forms of WOM marketing have gathered a lot attention in recent researches (Remondino, 2011). Today, companies do not strive for consumer loyalty, which will mean only routine purchase of products, but also their connection with psychological characteristics. Emotion-based consumer loyalty is the highest level of consumer loyalty that results from routine brand buying without thinking about whether it should continue to be a consumer choice. Consumers of such brands remind believers because their loyalty does not come from rational thinking.

The intention of the author of the paper is to point out the importance of the brand personality and to investigate the relationship between the dimensions of the brand personality and the consumer personality. The empirical research was conducted online on the mobile phone market in the Republic of Serbia. Based on the conducted research, the intention of the author of the paper is to point out the influence of certain dimensions of the consumer 's personality on the construction of the brand personality.

Literature review
Customer personality
The personal identity of an individual is based on the feelings, habits and understanding of oneself as a person, with an individual's awareness of oneself being very important (James, 1980; cited in Huang, 2008, p. 78). The author James defined three types of personal identity (Huang, 2008, p.79):

- Material identity (extended identity) - which consists of the body of an individual, his family and property;
- Social identity - which is the way other people see an individual;
- Spiritual identity - which represents the "inner being" of the individual (attitudes, motives, emotions, opinions, desires, etc.).

On the other hand, the American sociologist Charles Cooley put the social determination of personal identity in the forefront (Brown, 1998, p. 55). He described the creation of personal identity as a reflection in a mirror, in the sense that an individual forms his own identity based on the messages he receives from other people.

Personal concept is viewed in a somewhat narrower way in the field of consumer marketing and research than in psychology. The personal image of the consumer, which is manifested through shopping, is mostly considered. Consequently, the statement that the terms personal identity, personal concept, personal image have the same meaning, but in psychology the term "personal identity" is more often used, and in marketing the term "personal concept" or even "Personal image" (self-image) of consumers (Starčević, 2011) The reason is that the personal concept is a dynamic category that changes over time in accordance with the development of the individual as a person, his thinking and reactions of other people.

One of the most commonly used approaches in the study of personality traits is the Big Five model, which encompasses the five dimensions shown in Table 1.

Table no. 1: Dimensions of consumer personality

Dimensions	Personality traits
EXTROVERTION	Sociability, fun, optimistic, active, communicative
AGREEBLENESS	Soft-hearted, assesses the quality of interpersonal orientation, good-natured, confidential
CONSCIENTIOUSNESS	Organized, reliable, hardworking, self-disciplined, punctual, orderly, ambitious, persistent
NEUROTICISM	Nervous, emotional, insecure
OPENNESS	Creative, original, imaginative, with keen interests

Source: Costa and McCrae, 1985

Brand personality

The concept of brand personality is one of the most frequently described concepts in the literature when it comes to branding (Davies and Chun, 2003, p. 50). According to Kassarjian (1971), the personality of the brand enjoyed a certain popularity and application more among practitioners than among scientists. Academic interest remained limited because there was no single definition, structure, and empirically valid operationalization. However, Aaker (1997) developed a scale that identified the dimensions and content of a brand's personality. Brand personality refers to "a set of human characteristics associated with a brand" (Aaker, 1997, p. 347). Researchers point out that brand personality makes it easier for the consumer to articulate himself (Belk, 1988), the ideal of himself (Malhotra, 1988), or accurate aspects of himself (Kleine, Kleine, and Kerman, 1993) through brand use. In addition, this concept encompasses direct and indirect influences on the consumer, his preferences and use (Biel, 1993). Direct influences include the consumer's image of the brand, ie they should be consistent with the characteristics of consumers of the same brand (Aaker, 1997, p. 348). On the other hand, indirect influences are related to product characteristics and relate to product category, brand name, brand and other elements of the marketing mix (Batra, Lehmann & Sing, 1996).

Brand personality is a set of human qualities associated with a brand (Azoulay & Kapferer, 2003, p. 151). Plummer (1984; 2000) argued that brand personality can be crucial in understanding and choosing a brand. Indeed, at a time when consumers view product quality as well as when competitors can easily copy product features, a strong brand identity and personality are invaluable for building

brand value (van Rekom, Jacobs, & Verlegh, 2006). Leary and Tangney (2003) suggest personality as a good concept for differentiation. Aaker (1997) identifies five dimensions of brand personality: honesty, excitement, competence, sophistication, and toughness (Table 2).

Table no. 2: Dimensions of the brand personality

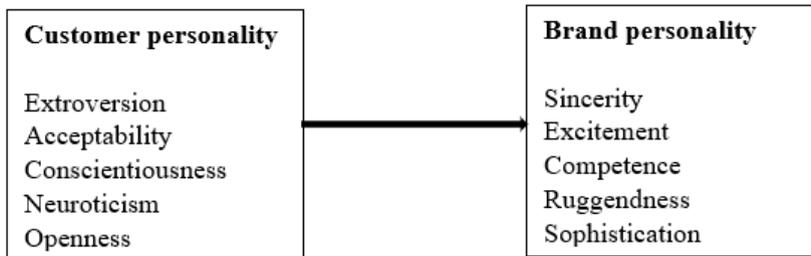| Dimensions	Relevantne odrednice
SINCERITY	Quality, comfortable, duarability, realitt, benefits, original, friendly, honest
EXCITEMENT	Style, special occasion, feeling, feeldifferent, up to date, independent, unique
COMPETENCE	Fashionable, corporate, leader, confident, reliability, affinity, faithfulness
RUGGEDNESS	Modern, masculine, out side appearence, frequent washing
SOPHISTICATION	User feeling, uper class, glamorous, smooth, charming, user's personality, consumer preference

Source: Aker, 1996

Consumers experience the so-called honest brands as quality, friendly, original, durable, comfortable. Similarly, consumers perceive exciting brands as bold, adventurous, for special occasions and special style. Consumers perceive competence as reliable, modern and leading brands. A brand that is considered sophisticated is considered charming and associated with greater value and thus corresponds to higher social strata and meets the needs of a higher order from Maslow's hierarchy of needs. Sophisticated brands have upper-class characteristics, are glamorous and charming, while strong brands are considered to be simple, good-looking and give a feeling of masculinity / femininity.

Based on the aforesaid theoretical review, the paper will investigate the relationship between the personality of the consumer and the personality of the brand, so we have worked on the following hypothesis:

H1: There is a significant positive relationship between the consumer personality and the brand personality

The research can also be shown by the model shown in Figure 1

Customer personality	**Brand personality**
Extroversion	Sincerity
Acceptability	Excitement
Conscientiousness	Competence
Neuroticism	Ruggendness
Openness	Sophistication

Figure nr. 1: Researsh model
Source: Autor

Research methodology

Research method and instrument. Testing of research hypotheses is based on empirical research that was realized using testing methods. A questionnaire was used to gather information in which brand personality statements were developed by Aker (1996) and consumer personality statements adapted according to Costa and McCrae (1985). The concept of brand personality includes 5 dimensions of brand personality (sincerity, excitement, competence, ruggedness, sophistication) and 5 dimensions of consumer personality (extroversion, acceptability, conscientiousness, neuroticism, openness), and each of them contained a number of determinants measured by Likert's five-level rock.

Research context. The research was conducted on the territory of the Republic of Serbia. The number of distributed online questionnaires (Google forms) was 144, and all of them were filled out and processed. The research was conducted in the period from 01.09. to 01.11. 2021.

Characteristics of the sample: In the sample structure, males participated with 35.42%, while females were higher and accounted for 64.58% of respondents, with the following age structure: up to 20 years 7.64% participated in the survey, out of 21 up to 30 years the largest number of respondents, 71.18% and from 31 to 40 years 21.18% of respondents. Regarding the level of education, the structure of respondents was as follows: 20.83% were respondents with secondary education, 32.29% of respondents with college / university, 46.88% of respondents with college / master. In the sample structure the largest number 73.96% of people are employed. Then, students / pupils 14.93% and unemployed with only 11.11%.

Analysis and procedures: Statistical processing and analysis of data was performed using Microsoft Excel and SPSS software packages (Statistical Package

for Social Sciences, 21.0). From the statistical analyzes, appropriate descriptive measures were used, and to test the validity of all hypotheses, first the reliability analysis was used, namely the Cronbach's coefficient, and then multiple regression and correlation analysis. If the obtained p-value is less than 0.05, there is a significant statistical difference between the set variables in the hypothesis. Otherwise, if the p-value is greater than 0.05, the hypothesis is rejected.

Research results and discussion

In order to access the results of research and hypothesis testing, it is necessary to perform a reliability analysis. When the Cronbach's coefficient is greater than 0.7 it shows high reliability, below 0.35 is low reliability, while 0.5 is considered the minimum acceptable level of reliability. With the help of the Cronbach's alpha coefficient, the consistency of the dimensions was checked, ie it was determined whether the statements within the given dimensions were reliable. Specifically, in our paper, all claims about brand personality and consumer personality show a coefficient greater than 0.7, which indicates that the claims have good internal consistency and the continuation of further analysis. The results are shown in Table 1.

Table no. 3: Dimensions of brand personality and consumer personality

Dimensions	Cronbach's Alpha	N of Items
Brand personality		
Sincerity	0.865	5
Excitement	0.941	4
Competence	0.872	4
Ruggendness	0.930	3
Sophistication	0.716	4
Customer personality		
Extroversion	0.898	3
Acceptability	0.953	2
Conscientiousness	0.918	3
Neuroticism	0.919	3
Openness	0.815	3

Source: Autor's calculation.

In order to identify which dimensions of consumer personality affect the dimensions of brand personality, respondents were expected to rate the degree of agreement with claims on a five-point Likert scale, as well as to rate themselves as a person based on the characteristics offered.

Table no. 4: Pearson correlation analysis

Variables	1	2	3	4	5	6	7	8	9	10
Extroversion	1									
Acceptability	.657** .000	1								
Conscientiousness	.608** .000	.653** .000	1							
Neuroticism	.601** .000	.526** .000	.596** .000	1						
Openness	.618** .000	.406** .000	.527** .000	.595** .000	1					
Sincerity	.474** .000	.387** .000	.430** .000	.324** .000	.445** .000	1				
Excitement	.513** .000	.415** .000	.426** .000	.466** .000	.350** .000	.799** .000	1			
Competence	.557** .000	.387** .000	.421* .000	.425** .000	.409** .000	.811** .000	.876** .000	1		
Ruggendness	.599** .000	.492** .000	.411** .000	.409** .000	.375** .000	.748** .000	.876** .000	.883** .000	1	
Sophistication	.598** .000	.562** .000	.515** .000	.595** .000	.378** .000	.709** .000	.831* .000	.776** .000	.852** .000	1

Source: Autor's calculation.

To test all hypotheses, we used Pearson's correlation analysis to confirm the correlation of the two dimensions and the correlation coefficient of the corresponding variables as shown in Table 4 and the multiple regression analysis. A small correlation exists when $r = 0.10$ to 0.29, medium $r = 0.30$ to 0.49, and strong $r = 0.50$ to 1.00 (Cohen, 1988, pp. 79-81). Based on the obtained results and according to the author Cohen, we can conclude that between the dimensions of the brand personality of mobile phones and cars, consumer personality and consumer loyalty to the brand there is a significant statistical difference because the obtained p value is less than 0.05, while the correlation varies from medium to strong correlations, and a detailed presentation of all relationships can be found in Table 4.

Regression analysis for the mobile phone market was adopted to examine the relationship between consumer personality traits (extroversion, acceptability, neuroticism, openness) and brand personality dimensions (honesty, excitement, competence, sophistication, toughness). From the data shown in the model 1 of Table 5, $\beta = -.294$, $t = -2.512$, $p = .013$, means that estrovert and dimension sincerity of the brand personality have a significant statistical relationship is confirmed, $\beta = .327$, $t = 2.674$, $p\ 00\ .008$ then that extroversion and dimension sophistication of brand personality show a statistically significant relationship, $\beta = .389$, $t = 4.143$, $p = .000$ means that extroversion and dimension firmness of brand personality show a statistically significant relationship. The dimensions of the brand personality excitability and competence did not provide statistically significant data, and accordingly they do not have a positive relationship with the dimension of extroversion of the consumer's personality and have not been confirmed. Model 2 links acceptability as a dimension of consumer personality with dimensions of brand personality. Namely, the data $\beta = -.244$, $t = -1.988$, $p = .048$ indicate a statistically significant relationship between acceptability and the excitability dimension of the brand personality, $\beta = .335$, $t = 2.616$, $p = .009$ has a statistically significant relationship between acceptability and sophistication, while $\beta = .589$, $t = 5.981$, $p = .000$ shows a statistically positive relationship between acceptability and toughness. The remaining two personality traits of the brand did not give a positive relationship with the dimension of acceptability. Model 3 presents data for the dimension of neuroticism with the dimensions of brand personality, and it can be concluded that only the dimension of excitability is not statistically significant with the dimension of neuroticism. Model 4 indicates the connection between the dimension of openness and the dimensions of the brand personality. Data $\beta = .364$, $t = 3.827$, $p = .000$ are statistically significant and indicate a positive relationship between openness and honesty, while data $\beta = -.304$, $t = -2.276$, $p = .024$ are statistically significant and link openness with the excitement dimension. Other dimensions of the brand personality are not statistically significant. According to the test results, H1a was partially confirmed.

Table no. 5: Regression analysis of mobile phones between consumer personality and brand personality

Model / Dependent variable	Independent variables	B	t-value	p-value	Model significance
Model 1 Extroversion	Excitement	-.294	-2.512	.013	R=.635 R^2=.403 F= 38.040 p= 0.000
	Sophistication	.327	2.674	.008	
	Ruggendness	.389	4.143	.000	
Model 2 Acceptability	Excitement	-.244	-1.988	.048	R=.586 R^2=.344 F=29.552 p= 0.000
	Sophistication	.335	2.616	.009	
	Ruggendness	.589	5.981	.000	
Model 3 Neuroticism	Sincerity	-.260	-3.161	.000	R=.647 R^2=.419 F=40.630 p= 0.000
	Competence	.291	2.506	.013	
	Sophistication	-.558	-4.623	.000	
	Ruggendness	.888	9.585	.000	
Model 4 Openness	Sincerity	.364	3.827	.000	R=.472 R^2=.223 F=16.177 p= 0.000
	Excitement	-.304	-2.276	.024	

Source: Autor's calculation.

Empirical research in this paper starts from the research of the relationship between the concept of consumer personality and the concept of brand personality in the mobile phone market in the Republic of Serbia. The positive relationship between personality traits (extroversion, pleasantness, salvation) and brand personality (excitement, competence, honesty) is partially supported. The results of the research agree with the research of the authors Đukić and Stanković (2021), but the results of this study are not consistent with Aaker's (1997) view. Personality trait "conscientiousness" does not have a positive relationship with the dimensions of the brand personality. This means that consumers with a higher degree of savings do not recognize the importance of the brand personality, which leads to the fact that the mobile phone market does not have enough developed marketing strategies or insufficient investment in advertising. Such results are in line with other research (Gro, 2003, Lin 2010). According to the above, the positive relationship between the consumer's personality and the brand's personality is not fully supported.

Conclusion

A successful brand requires building a brand personality that will differentiate itself in a market that offers a large number of products and services, all in order to establish a strong connection between consumers and the brand. In that sense, marketing experts are increasingly basing their business on satisfying the psychological needs of consumers, which affects the minds of many consumers and causes a strong emotional connection with the brand.

Empirical research conducted in our paper shows the relationship between consumer personality and brand personality in the mobile phone market. As already shown in the paper, the model is partially confirmed, considering that we did not get a positive influence of all dimensions in establishing the relationship between certain variables. This further indicates the possibility of improving marketing activities in the mobile phone market. The guidelines on which the company's business should be based are reflected in the creation of a distinct, lasting and consistent brand personality. Creating a distinct brand personality can attract the consumer and thus make him loyal, all through marketing activities to highlight the brand personality, especially those dimensions that have not shown a positive relationship in the work, to achieve brand loyalty of target consumers. The conscientiousness dimension was missing in the analysis because it did not show a significant statistical relationship between personality traits and brand personality. Therefore, companies should pay attention to consumer insights and direct marketing activities to retain existing consumer groups based on favorable dimensions of the brand personality, but also to try to understand other consumers by influencing the dimension of conscientiousness and using other variables.

The research presented in this paper also has certain limitations. Some of them are taking into account a specific brand in a particular market, sample size and including a number of factors in the analysis. However, in addition to that, the paper has a theoretical basis for further future research and guidelines on which the business of companies should be based. Therefore, companies that want to be leaders in the mobile phone market need to maintain and increase brand personality and continuously work and apply methods for building brands.

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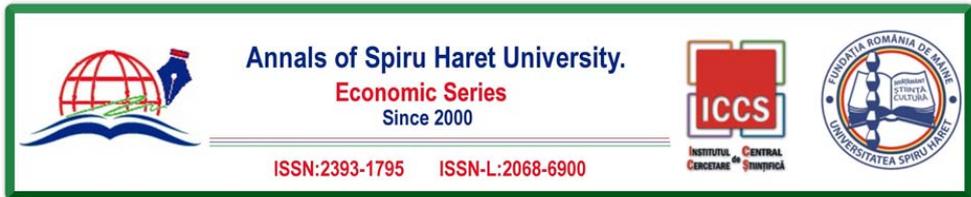
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