


Chapter 5

Demystifying the Role of Perceived Brand Personality as a Mediator in the Connection Between Personality Antecedents and Self-Brand Connection

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ABSTRACT

Brands play an important role in creating perceptions about products which in turn impact the buying behaviour of consumers. This study will aid in the creation of effective branding strategies that can raise customer engagement and loyalty by offering a more thorough knowledge of the function of perceived brand personality in the association between personality antecedents and self-brand connection. This study adopted descriptive research design. Data was collected from 166 respondents and Hayes PROCESS was used to find the mediator role of perceived brand personality in the relationship between personality antecedents, and self-brand connection. The study established that perceived brand personality has a mediator

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INTRODUCTION

Nowadays, individuals focus their purchasing decisions not just on a product's functionality but also on its symbolic meaning. In some cases, the main reason behind a purchase is the symbolic value of the product (Maehle et al., 2011). This shift in consumer preferences to the symbolic value of a brand has led marketers to focus on the representative value of brands (Dobre et al., 2021). Marketers have started focusing on brand personality and creating symbolic benefits through a systematic approach (Coelho et al., 2020; Heine, 2009). Consumers are influenced by well-established brand personalities when making purchase decisions (Hasan & Sohail, 2021; Kour & Kaur, 2020; Freling et al., 2011; Sirgy, 1982). The brand personality of a product also has an emotional influence on consumers (Kim & Chao, 2019; Swaminathan et al., 2009). Aaker (1997) defines brand personality as “the set of human characteristics associated with a brand” (p. 347). This is confirmed by Belk (1988), who proposed a theory of the “extended self” that suggests “possessions are a major contributor to and reflection of our identities” (p. 139). People use brand personality to recognize brands, and brands are also used by people to exhibit their personality as they perceive part of the brand that they own (Hasan & Sohail, 2021; Robertson et al., 2019; Azoulay and Kapfere, 2003). Brand personality plays a self-expressive and symbolic function and has an emotional connection with consumers, which plays a crucial role in forming a lasting customer-brand relationship (Sung & Kim, 2010).

Research shows that consumers naturally make associations with brands (Kumar et al., 2021; Fournier, 1998) and perceive brands as having unique personality features, thus forming a symbolic and emotional connection to brand personality (Aaker, 1997).

Brand personality is known to have a big influence on how consumers behave (Dhaliwal et al., 2020; Coelho et al., 2020; Aaker, 1997; Keller, 1993). According to Coelho et al. (2020), it refers to the group of human traits connected to a brand and is thought to affect consumer perceptions and preferences. Contrarily, self-brand connection describes how much a customer identifies with a specific brand and views it as being a part of their self-concept (Giakoumaki and Krepapa, 2020; Escalas and Bettman, 2003). According to recent studies, brand personality not only serves as a predictor of self-brand connection but also mediates the interaction between personality predictors and self-brand connection (McManus et al., 2016; Bergkvist and Bech-Larsen, 2010). According to Coelho et al. (2020), personality antecedents

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