BRAND PERSONALITY DIMENSIONS AND THE EFFECTS

ON CONSUMERS' BRAND SELECTION

by

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(Under the Direction of Spencer F. Tinkham)

ABSTRACT

The purpose of this study is to better understand consumers' perceptions and attitudes toward brands and brand personality. This study examines the determinants of brand selection to observe the role of brand personality and to examine the antecedents of brand personality to understand how this concept is formed and used. Further, this construct stems from consumers' positive and negative views of their most and least favorite brands and their evaluations on brand personality traits. In this study, college students (N = 238) and mature (non-student) adults (N = 354) participated in the online survey, responding to questions based on evaluations of brands in the four different product categories (computer, soft drink, jeans, and shampoo).

By using exploratory factor analysis, this study creates the 10 brand personality dimensions that consist of five positive dimensions (Accomplishment, Vitality, Contemporaries, Courageousness, and Stability), four negative dimensions (Bureaucracy, Superficiality, Unrefinedness, and Deceptiveness), and one neutral (male-oriented) dimension (Ruggedness). Importantly, in the relationships between consumers' favorable brands and particular brand personality dimensions, demographic characteristics (i.e., gender and social group) play an important role in how consumers perceive and evaluate brands and their related personality traits.

In terms of the 10 brand personality dimensions, females are more sensitive to brand personality traits than males in that female subjects are more likely to associate their most favorite brands with the positive dimensions and their least favorite brands with the negative ones than their male counterparts. Further, college students tend to think of brand personality more strongly than mature adults. Moreover, current research suggests that consumers tend to have more favorable attitudes toward brands based on brand personality dimensions when they consider buying self-expressive products. In the antecedents of brand personality, consumers tend to form brand personality through product-related attributes, price, brand name, product category associations, brand's user imagery, and feelings toward ads.

INDEX WORDS: symbolic meaning, brand personality, brand selection, consumer evaluation, consumer attitude, gender effect, social group effect, product category

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DEDICATION

To

My Parents

ACKNLOWLEDGEMENTS

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CHAPTER I

INTRODUCTION

The fifty years of research on marketing and advertising (Levy, 1959; Martineau, 1958) has shown that consumers view brands not only through rational judgment of functional features and benefits but also through the presence of symbolic meanings that lend additional value to brands. Researchers have had increasing concerns about understanding and measuring these symbolic meanings to emphasize the uniqueness of their brands and to differentiate them with other competitors (Aaker, 1997; Hogg, Cox, and Keeling, 2000).

The attention to these symbolic components has yielded the various studies that are applied to brand conceptualization and management (e.g., Keller, 1998; Ligas, 2000). As a representative of non-functional and symbolic attributes, brand image has been considered one of the important long-term strategies for brand creation and management, and it has been regarded as a determinant of both brand value and equity. In order to capture these symbolic meanings, brand equity and image have frequently been studied in order to determine the measurement models to better understand those intangible brand attributes (e.g., Aliawadi, 2003: Biel, 1992; Keller, 1993; Rust, Zeithaml and Lemon, 2000).

Further, since the concept of brand personality emerged over three decades ago, a variety of research regarding this topic has been studied by marketing and advertising academicians and practitioners (Aaker, 1997; Carr, 1996; Duboff, 1986; Durgee, 1988; Ogilvy, 1988; Plummer, 1985; Sirgy, 1982). Brand personality has been a popular subject in marketing and advertising because choosing the right personality characteristics for a brand plays an important role in

representing the unique personalities of consumers and the brands they use (Ligas, 2000; Fournier, 1991).

As the starting point of brand personality research, academics and practitioners have sometimes had difficulty in distinguishing between brand personality and other constructs, such as brand image or brand identity (Freling and Forbers, 2005), and these two concepts have sometimes been used interchangeably (Tauber, 1988). Brand personality has been defined by many scholars as following:

- "The set of human characteristics associated with a brand, which makes it unique, compared to other brands" (Aaker, 1996, p.1);

- "The extent to which consumers perceive a brand to possess various human characteristics or traits" (Alt and Griggs, 1988, p.9);

- "The way in which a consumer perceives the brand on dimensions that typically capture a person's personality" (Batra et al., 1993);

- "The personality consists of a unique combination of functional attributes and symbolic values" (Hankinson and Cowking, 1995);

- "An attitude of mind and tone of voice and set of values" (King, 1973; in Lippa, 1994);

- "The consumer's emotional response to a brand through which brand attributes are personified and are used to differentiate between alternative offerings" (Patterson, 1999);

- "A brand's personality … embodies all of the qualities it has to offer over and above its primary characteristics and its functional purpose" (Patterson, 1999);

- "Brand personality displays the brand's core characteristics, embodied, described and experienced in human terms" (Restall and Gordon, 1994);

- "Brand personality reflects customers' emotional response to a company and its product" (Triplett, 1994);
- "The outward 'face' of a brand; its tonal characteristics most closely associated with human traits" (Upshaw, 1995).

Marketing academicians and practitioners attempt to differentiate their brands from others and to make their brands desirable for consumers based on functional (e.g., price, quality, and warranty) and emotional approaches (e.g., brand personality perceptions) (Aaker, 1997; Keller, 1993). As one of these tools, brand personality is utilized to bring consumers' emotional responses to a brand or a product, and to differentiate it from others beyond appealing functional features. The notions that brands have personality and that the relationship between consumers and brand personality is very significant for success are regarded as the most important concepts in the fields of marketing and advertising (Freling and Forbes, 2005). According to Freling and Forbes (2005), advertising practitioners stress brand personality in developing advertising strategies and try to prove that particular brand personalities yield positive consequences.

Aaker's endeavor to build a brand personality measurement framework enables researchers to measure symbolic meanings of brands. As Aaker's study (1997) demonstrated, brands can be impersonated by a descriptive personality trait adopted from human attributes (e.g., characteristics transferred from the self, certain aspects of self-concept) and product-related traits (e.g., impressions of logo and package design, product quality/performance, etc.) (Bosnjak et al., 2007). The majority of previous research about brand personality mostly focused on the extended approaches based on the construct of Aaker's five brand personality dimensions and their traits. Aaker's concept and construct of brand personality have been widely and

consistently adopted in a variety of advertising research, such as brand and consumer research (e.g., brand image (Batra and Homer, 2004; Gwinner and Eaton, 1999), brand extension (Diamantopoulos et al., 2005), consumer studies (Bonde and Nilsson, 1999; Cass and Grace, 2004), brand preference and purchase intention (Cass and Kim, 2001), brand equity (Pappu et al., 2005), online brand personality (Okazaki, 2006), corporate brand personality (Login et al., 2006).

However, some scholars have reservations about the practical applications of Aaker's brand personality construct. For instance, Azoulay and Kapferer's (2003) questioned whether brand personality scales measure the personalities of contemporary brands in the current market. The authors defined brand personality as "the set of human personality traits that are both applicable to and relevant for brands (Azoulay and Kapferer, 2003, p. 151)." Based on a more specific definition of brand personality, the authors discerned 'only human personality traits' and 'only personality traits that are applicable and related to brands'. They asserted that some of Aaker's dimensions and facets are irrelevant aspects of brand identity and are not based on current definition of the term 'personality'. For instance, adjectives such as 'feminine', 'competence', and 'upper-class' indicate a certain gender, intellectual ability, and social status, respectively, rather than the term 'personality'. Thus, some of these traits are not appropriate to describe the personalities of both people and brands.

Moreover, evidence indicates that Aaker's brand personality model is not appropriate for different cultures. Numerous studies have revealed that Aaker's personality model shows substantial differences between different cultures (e.g., Aaker et al., 2001, for Japan and Spain; Bosnjak et al., 2007, for Germany; Ferrandi et al., 2000, for France; Sung and Tinkham, 2005, for Korea; Smit et al., 2002, for Netherlands). In consequence of the previous research, the dimensions of brand personality are limited to a specific cultural context and omit some

important points (Bosnjak et al., 2007). For example, 'Western' was considered one of the brand personality traits in Aaker's construct.

More importantly, some researchers have indicated that a theoretical framework of brand personality dimensions has fundamental problems that prevent it from providing an ideal scale for brand personality. For example, Austin et al. (2003) contended that the brand personality construct is hard to be accepted as a framework to generalize it to other studies. They stated that Aaker's dimension is not very clear, even though Aaker concluded the purpose of her study was to develop a brand personality framework to meet validity, reliability, and generalizablity.

Furthermore, Aaker's construct of brand personality indicates a significantly different view of personality within the Big Five Model of human personality (Bosnjak et al., 2007). In contrast to the construct of human personality that encompasses positive and negative traits, brand-personality measures are strictly limited to positive traits. Aaker (1998) explained the reason why this structure only emphasized positive aspects of brand personality and disregarded its negative aspects, observing that "Primarily positively balanced traits were used because brands typically are linked to positive (versus negative) associations and because the ultimate use of the scale is to determine the extent to which brand personality affects the probability that consumers approach (versus avoid) products (Aaker, p. 350)." Intuitively, a strong and positive brand personality leads to favorable attitudes of consumers toward brands. However, the research of only positive brand-related associations is restricted to the interests of advertising and marketing practitioners. In other words, marketers and advertisers keep trying to attract people to make them interested in certain products by the creation of positive brand-related associations, such as positive brand personality, image, and loyalty. For these reasons, marketing and

advertising practitioners believe that a positive brand-related association is a safe way to approach to consumers without the risks that can be caused by controversial messages.

Freling and Frobes (2005) noted that if there is no or little distinction of brand personality, positive associations may not have a beneficial effect on brand development. Further, if marketing and advertising practitioners only focus on the creation and maintenance of positive brand personality, there is a possibility that they miss the chance to address the factors to lead to negative consequences in terms of their brand associations. Thus, they need to have realistic perspectives for practical implications of brand personality rather than pursuing an ideal form of brand personality. To consider brand personality thoroughly, researchers need to eliminate the subjective judgments and restrictive barriers that may facilitate an idealistic conclusion (i.e., the sole existence of positively balanced personality traits). Further, brand personality and consumers' perceptions of and attitudes toward it are not static but change over time (Freling and Forbes, 2005). Thus, Freling and Forbes's research (2005) provides a practical construct of brand personality based on consumers' preferences as well as the antecedents of brand personality and the determinants of brand selection.

In general, advertising researchers and practitioners intend to create particular meanings for brands to appeal to potential and existing consumers (Elliott and Wattanasuwan, 1998; Grunert, 1986; Lannon and Cooper, 1983; Mick and Buhl, 1992; Sherry, 1987), but the symbolic meanings are interpreted by consumers in their own ways. For these reasons, this study suggests that research into brand personality should begin from the starting point of human personality. Because brand personality was derived from human personality theory, the same perspective should be considered, and researchers must recognize that there are positive brand personalities,

such as kind, sincere, generous, and negative personalities, such as stubborn, arrogant, and cocky, that exist in the construct of human personality.

The purpose of this study is to create brand personality dimensions from both positive and negative views. In order to establish the construct of positive and negative personality dimensions, the current study utilizes two human personality models, the Abridged Big Five Dimensional Circumplex (AB5C; Hofstee et al., 1992) and Wiggins' Interpersonal Categories (Wiggins, 1979), two brand personality models, Aaker's Brand Personality Construct (Aaker, 1997) and SWOCC Dutch Brand Personality Model (Smit et al., 2002), and Caprara et al's Brand/Human Personality Assessment (Caprara et al., 2001). The personality traits that are used in the models of personality will provide an optimal chance to generate substantial personality dimensions and traits to describe the personality of brands. Furthermore, this study examines the antecedents of brand personality (i.e., why consumers infuse human personality into brands) and the effect of brand personality in consumers' brand selection.

CHAPTER II

CONCEPTUAL BACKGROUND

Symbolic Meaning

In recent years, the interest in constructing brand personality increased in tandem with the concerns about the symbolic meaning consumers assign to brands (Aaker, 1997; Bettman, 1993; Diamantopoulos et al., 2005; Hogg et al., 2000). According to the literature on the symbolism of brands, people consume particular symbolic meanings as well as the actual product through their conscious or unconscious choices (Belk, 1988; Elliott and Wattanasuwan, 1998). Consumers engage in symbolic consumption when they endow certain products or brands with meanings that are a part of the self or living things which are related to the self. Furthermore, the construct of brand personality starts from the assumption that consumers think about brands as if they are their family, friends, or celebrities they know (Aaker, 1997). Kleine et al. (1995) noted that these symbolic meanings not only represent an individual's self-expression but also provide desirable connections to people and objects.

Recently, the concept of brand personality has been utilized by marketing and advertising scholars and practitioners in a variety of ways. As a concept, brand personality has been applied to extended brand studies (e.g., validity of brand personality scales (Austin et al., 2003; Azoulay and Kapferer, 2003; Caprara et al., 2001; Sweeney and Brandon, 2006), consumer-brand relationships (Aaker et al. , 2004; Freling and Forbes, 2005; Magin et al. 2003), brand building and managing (Rajagopal, 2006), brand personality creation through advertising (Ouwersloot and Tudorica, 2001), brand personality on product evaluations (Ang and Lim, 2006; Freling et al.,

2005), brand personality on advertising response (Azevedo and Pessoa, 2005), and the impact of brand extensions on brand personality (Diamantopoulous et al., 2004)).

Akin to the notion that knowing one's personality enables an outside individual to infer one's habits of consumption and behavior as well as the life styles and values (Wee, 2004), a person's particular brand usage pattern enables to understand the personality. In contrast to product-related features and attributes that serve informational and utilitarian functions, brand personality plays an important role in symbolic and self-expressive functions (Keller, 1993). Moreover, there is a congruent pattern between the consumer's personality and that of a brand they use (Karande et al., 1997).

In the recent hit movie *The Devil Wears Prada* the characters interact with a variety of brands. A fashion-magazine editor, Miranda Priestly, played by Meryl Streep, interacted with well-known luxury brands, such as Starbucks, Mercedes-Benz, Gucci, Louis Vuitton, Chanel, and Prada, as much as with any other character in the film. Streep's performance relies on the charismatic character, and her strong personality is presented as being overpowering and fastidious. Her charisma overwhelms her assistants and fashion designers and prevents the others from resisting or opposing her opinions of fashion. Unlike many other films, most of the audiences are, however, fascinated by Miranda's speech and attitude because of her impeccable task performances and intermittent humane facial expressions. In order to represent her bossy, arrogant, authoritative, and arbitrary personality traits, her favorite brands are constantly invoked in the movie, whereas her charismatic personality is naturally reflected with her luxurious brands' exposures in the movie. Aaker and Fourtier (1995) demonstrated that brand personality stems from the internal characteristics of a brand, which are constructed by consumers on the basis of their portrayals of their personified brand.

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Positive and Negative Affects

Although people experience a wide range of feelings in many different situations and their emotions also fluctuate constantly, personality researchers have identified relatively stable emotions linked to unique patterns of personality traits. On the basis of the assumption that certain emotions go together and basic emotional affectivity can be divided into positive and negative affects, two dimensions were created (See Figure 1).
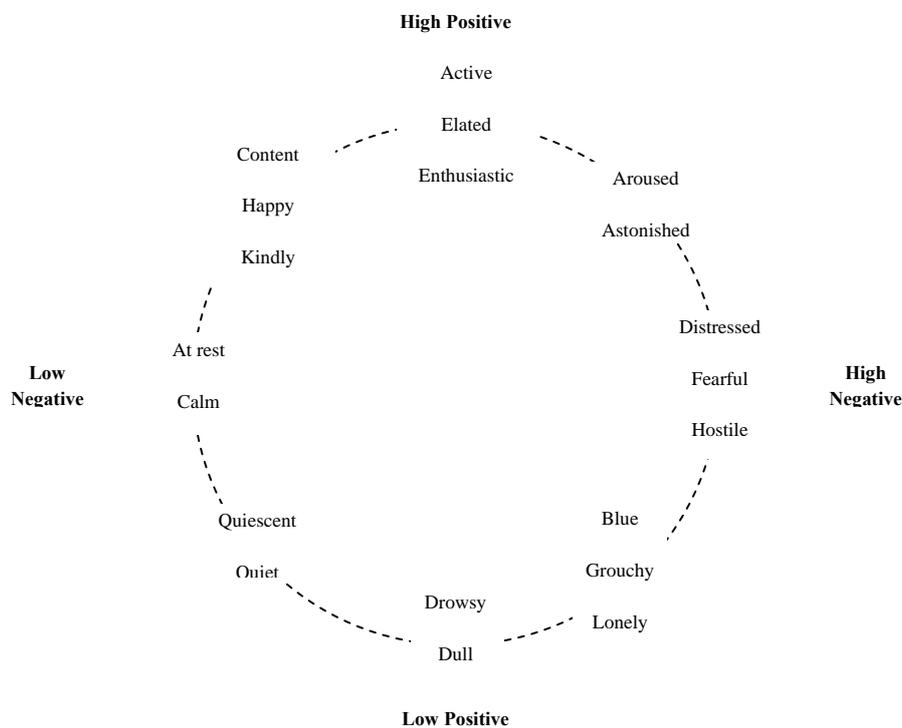
Figure 1. Two-Dimensional Model of Emotional Affectivity
(Source: The American Psychology Association, 1985)

Among many theories and models regarding the concept and the level of arousal, the Yerkes-Dodson law (1908) has been referred to in the research about the optimal level of performance along with arousal. The Yerkes-Dodson Law is a scientific principle developed in 1908 by two psychologists, Robert M. Yerkes and John D. Dodson, and it demonstrates the relationship between motivation and performance using an inverted U-shaped curve. According

to the Yerkes-Dodson Law, motivation and arousal are on a continuum that ranges from a low level (e.g., underaroused or undermotivated) to a high level (extremely aroused or overly motivated), and the different patterns of arousal and motivation produce the performances at both levels. Moreover, a certain amount of arousal can be an indispensable source of motivation for decision-making and change. The fundamental principle of the Yerkes-Dodson Law explains that a low level of arousal (or anxiety) prevents people from being careful or attentive about an object or a phenomenon. The low level of arousal includes the conditions of being asleep, drowsy, or bored. Likewise, an extremely high level of arousal (or anxiety) also lowers an individual's level of performance because people become flustered or disorganized in response to being extremely aroused or motivated (e.g., in a state of frenzy). An example of high arousal (or anxiety) can happen in a situation when a customer is extremely eager to buy a particular product, but the extreme eagerness to own something results in "trying to forget something." However, the moderate level which exists between two extremes (the low and high level of arousal) can be defined as the optimal condition of arousal that results in high-quality performance. At the optimal level of arousal, individuals can more intensely focus on the object or task because they become properly motivated and aroused, rather than overwhelmed or underwhelmed, by stimuli.

Therefore, the optimal level of arousal is defined as the lower condition for more difficult cognitive tasks and higher condition for tasks requiring endurance and persistence. This appropriately heated sense of concentration and determination increases the level of anxiety and results in a high-quality performance. Thus, the Yerkes-Dodson Law demonstrates that the appropriate level of anxiety produces not only the optimal level of performance but also advantageous attention, memory, and problem-solving abilities.

Millon (1994) demonstrated that a negative emotional pattern (i.e., negative personality traits), such as anxiety or depression, produces a variety of desires and excuses to avoid certain responsibilities, which justifies anger toward others. Applying this chronic emotional pattern to consuming behavior, some individuals experience anxiety when their desire for consumption exceeds their financial capability.

In the research on brand associations, very few studies have considered the negative aspects of brand personality. For example, Aaker (2002) examined the negative brand personality associated with credit cards. For example, they can be thought as having positive personalities by making a person seem "sophisticated and classy," but they also can be perceived as having negative personalities by causing an individual to appear "snobbish and condescending." Generally, credit card issuers argue that their products, before being issued and used, demand more careful consideration than other personal financial services because they yield immediate benefits but delayed costs (DellaVigna and Malmendier, 2004). In fact, it is not unusual for credit card advertisements in media to provide essential information (such as rules for use) in a way that seems to discourage people from reading it and to confuse, rather than inform, consumers (Hendricks 2001). Hendricks (2001) proposed that the obscure information in credit card ads is not much different from the warnings in tobacco ads and on cigarette packs that consumers routinely ignore. Thus, insufficient and inappropriate information in an advertisement may lead consumers to make inappropriate choices. In addition to the reasons that credit card issuers do not provide all the necessary information about the features, terms, and conditions of their products (e.g., annual fee, interest rate, APR, late-payment fee, and etc.), the media's use of advertising (i.e. sending mass direct mails without the approval of potential customers) may engender consumer perceptions of negative personalities of credit cards in the

perceptions of customers. Therefore, the ways to appeal to potential customers (e.g., consistent direct mail and telemarketing) and to deliver the information to them in a way that can be perceived as being "tricky and sneaky" to consumers.

Preferred brand personality is not in accord with positive brand personality. Whether certain brand personality traits are preferred or not depends on consumers' underlying motives (i.e. belonging, control, conviviality, pleasure, power, recognition, security, and vitality), which is followed by behavioral expressions (Geeroms, 2005). Although the construct of brand personality and other extended research, such as the generalizability of brand personality dimensions (Austin, Siguaw, and Mattila, 2003; Caprara, Barbaranelli and Guido, 2005) and brand extensions (Diamantopoulos, Smith, and Grime, 2005; Park, Milberg, and Lawson, 1991) have caused some academicians (e.g., Freling and Forbers, 2005; Sweedney and Brandon, 2006) to contend that the negative aspects of brand personality may provide a meaningful insight in determining consumer reactions to commercial brands, the negative brand personality has not been considered in the research of brand associations.

However, the advertising strategies of negative image and personality have been used to enable target consumers to pay attention to the advertisement. For example, the campaign of Diesel (the Italian clothing company) has utilized controversial advertising to emphasize distinctive brand image and personality and to differentiate the brand from others. In 1991, Joakim Jonason, the creative director at Sweden's Paradiset DDB, the agency which had the Diesel account from 1991, explained the advertising strategy as "new generation and new advertising for them," which is contrary to Levi's brand image of "the old generation and ruggedness." Contrary to Levi's products, which are usually described as jeans for work, Diesel jeans are for leisure in a new generation. In order to communicate with young people, Diesel has

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avoided conventional images and shown an exciting world. In the ads, Diesel clarified the target audience as a new generation that enjoys ambiguity and freedom.

Since the beginning of Diesel's campaign, their success has, however, come along with criticism from many in industry as "commercial suicide" (Caputo, 2003). In spite of being the target of criticism, Diesel's advertising was effective and attractive enough to the young metrosexual generation. The company has increased its advertising budget $12 million over that for the previous year, and approximately 90 percent of the budget (between 5 and 7 percent of sales) was invested in print advertising to evade television advertising regulations and to emphasize their visual images. Diesel spent $40 million on worldwide marketing, and the brand awareness was even higher than that of Armani or Jaguar, according to Business Week in 2004. This advertising and marketing resulted in double-digit sales growth and an annual turnover of $700 million.

In Figure 2, Diesel employed the controversial topic of death to promote a new range of footwear. Traditionally, advertising has tried to show a pleasant, idealistic and happy atmosphere to arouse positive feelings from consumers. Advertising copy is characterized by the hedonistic messages of "the good life," but Diesel has created a controversial and shocking advertising campaign by using images that evoke fear, provocation, social contamination, and sometimes disgust.

Figure 2. The Example of the Ad 1 - Virtual Unreality (1996)

In addition, Diesel's Daily African campaign won the Grand Prix at Cannes in 2001. This marketing campaign showed designer-clad black models at luxurious parties, while superimposed newspaper headlines referred to rioting and financial collapse in America and Europe (Figure 3). In most Diesel advertising, success is "exaggerated and made absurd," and their rebellious and quirky themes hint at serious social problems.

Figure 3. The Example of the Ad 2- Luxury Life in Today's Africa (2000)

Recently, Diesel utilized a non-traditional and unusual medium, YouTube.com video clips, for the front page of their website. In order to view the clip in questions, potential viewers must affirm that they are older than 18 years old and log in with their account. After logging in the website, the viewers can see the provocative and controversial video clip of two half-naked young women and a young man, which features the women seducing the man by putting handcuffs on him, writing her name on his chest, waxing his legs with sticky tape, and putting him in a bath tub filled with red Jello. The circumstance of the video clips mimics exactly the situation of pornography. In addition, viewers can continue to watch them live in a hotel room for 24 hours a day (See Figure 4).
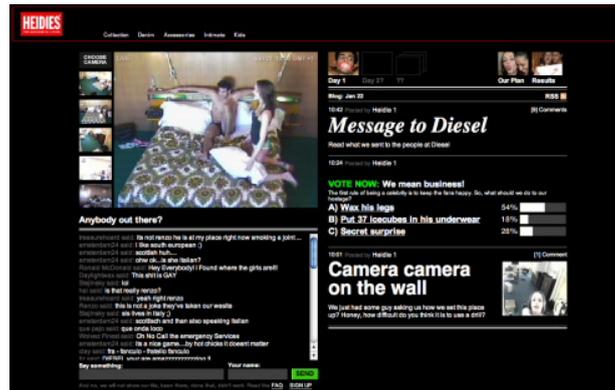
Figure 4. The Example of the Ad 3 - The Front Page of Diesel Jeans Website (2007)

Freling and Forbes's (2005) research on consumers' perceptions of brand personality proved the existence of negative brand personality. They conducted a study of consumer evaluations of products and services, including perceptions about the brand personality of each entry. Freling and Forbes (2005) examined how brand personality formed, why it developed, and the differences it yielded. They found that individuals have divergent opinions about the personality of a given item. In some cases, the respondents expressed conflicting traits about the personality of the same brand for different reasons (See Table 1). The overall results of their study indicated that strong and favorable brand personality provides emotional fulfillment, whereas unpleasant and offensive brand personality has the potential to create negative brand personality. However, consumers' opinions about brand personality differ considerably, and there are many factors (e.g., product types, the experiences of usage, and commercials) that impact the formation and development of brand personality. To fully understand the effectiveness of brand personality, researchers needs to consider the additional complexities of brand personality (i.e., favorable vs. unfavorable brand personality).

Table 1. Examples of Positive and Negative Brand Personality

Brand	Positive Personality	Negative Personality
Jack in the Box	Amusing, Fun, and Sarcastic (due to funny commercials)	Dirty, Immature, and Untrustworthy (due to offensive commercials)
Marlboro	Manly, All-American, Tough, Masculine, Stable, Secure, and Independent (due to the steadiness)	Deceptive, Unhealthy, and Destructive (due to the nature of the product)
Tiffany	Prestigious, Glamorous, Refined, and Sophisticated	
Aveda	Hip, Offbeat, Up-to-date, and Exclusive	
K-mart		Cheap, indifferent, dirty, shameful, and uncool (due to cut-rate and low quality products)
Lubriderm	Protective, Nourishing, and Feminine	
Nike	Exciting, Athletic, and Intense	
Levi's	Rugged, Sexy, Young, and Outgoing	
Crest	Respectable, Honorable, and Solid	
Gap	Confident, Energetic, Flexible, Stylish, and Cool	
Gatorade	Effective, Unselfish, Refreshing, Active, and Healthy	
Campbell	Family-oriented, Wholesome, Sweet, and Nostalgic	
Microsoft	Competent	Overbearing, Unfair, and Ruthless (due to business practice (e.g., monopolistic, manipulative))

Source. Freling and Forbes (2005), *Brand Management*, 13(2),

Antecedents of Brand Personality

Many studies have examined how brand personality serves as an effective advertising strategy for brand extension, but a limited body of work has been devoted to why consumers attribute human characteristics to their products and why they prefer a certain brand personality over others. Perceptions of human personality traits are formed based on an individual's physical, behavioral, and demographic characteristics, in addition to their attitudes and beliefs (Park, 1986), but the understanding of how and why the perceptions of brand personality are formed is

more complicated than understanding of human personality. The former occurs in a variety of ways (i.e., direct and indirect ways) (Plummer, 1985). In a direct way, personality is associated with a brand through its user imagery, the company's CEO or employees, and its endorsers. In an indirect way, brand personality comes to people through product-related attributes, product category associations, brand name, symbol or logo, price, packaging, overall feeling toward the ad, and the distribution channel (Batra et al., 1993).

Actually, brand personality is created over time by the entire marketing and advertising of the brand, such as the price (e.g., high or low), product-related attributes (e.g., ingredients and benefits), packing details (e.g., size, color, and shape), symbol or logo for brand communication, and advertising. Thus, the personality of a brand occurs when the elements of marketing mix are purposely coordinated, competitively distinctive, and consistent over time (Batra, 1993). Brand personality is a representative symbolic meaning of a brand, but functional benefits or attributes also serve as the antecedent in forming brand personality.

Among the various methods and tools to capture a brand's personality, advertising is a major source responsible for the impression of a brand. The creation of brand personality is especially useful for the development of brand associations that represent the possible meanings to consumers. The creation of these associations is extended to branding, brand equity, brand preferences, and brand extensions. In utilizing brand associations, advertising is considered the most effective communication tool, and plays an important role in creating brand personality (Aaker, 1997). The process of brand personality creation logically follows from the fact that personalities are particularly useful for the creation of brand associations that influence the evaluation of alternatives in consumers' buying behavior models.

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In the process of personality creation through advertising and marketing, communication approaches are largely employed to create brand personality. For example, the use of celebrity endorsers in advertisements is a well known method of personality creation. Contrary to anonymous endorsers, famous actors, athletes, singers, and models transfer their lifestyles and personalities to consumers by the exposures of the brands (McCracken, 1989). Thus, advertising agencies hire celebrities who have attractive appearances and characteristics to produce favorable responses from consumers (Schlecht, 2003). In using celebrities as spokespersons, congruity between celebrity endorsers and products or brands facilitates the effective promotion of brands. Walker et al.'s () research demonstrated that most of advertisements which used celebrity endorsers are successful, but some of the ads are failures. For instance, advertisements that featured Liz Hurley (*Estée Lauder*), Cindy Crawford (*Revlon* and *Pepsi*), Jerry Seinfeld (*American Express*), and Milla Jovovich (*L'Oréal*) were successful. However, ads that featured Bruce Willis (Seagrams) and Whitney Houston (AT & T) were complete failures. Successes or failures of the ads do not result from using more famous or less well-known celebrities. The congruence of characteristics between a celebrity and a brand or product is considered an important factor to be successful.

Consumer Evaluation

There are two major reasons consumer evaluations are important in brand studies. First, consumer evaluations are a significant element in indicating fundamental brand success (Aaker and Keller, 1990; Boush and Loken, 1991). Second, favorable consumer evaluations are an essential component in developing the affective value of a brand (Pitta and Katsani, 1995). For example, brand equity serves as "added value that a brand endows to a product (Farquhar et al.,

1990, p. 856), and desirable brand personality is an efficient way to distinguish the brand from its competitors.

Consumer evaluations on brands have been investigated in a variety of ways. For example, some researchers (e.g., Sheinin and Schmitt, 1994; Smith and Andrew, 1995; Kirmani et al., 1999) used the constructs of favorability or likeability for measuring consumer evaluations. The main point of this research was to examine how brands attempted to satisfy consumers' functional and/or symbolic needs (de Chernatony and McWilliam, 1990). Through this research, they try to analyze what causes consumers to have positive beliefs and favorable attitudes toward particular brands. It was believed that those beliefs and attitudes are accomplished through *brand associations* that reflect the unique meanings of a certain product, (Rangaswamy et al., 1993) and these associations serve to differentiate one brand from another (Aaker, 1990; Aaker and Keller, 1990). Keller (1993) examined consumers' overall evaluations of brands using a likability construct (e.g., like or dislike) based on the assumption that a transfer of favorable brand associations is an efficient way to be successful (Pitta and Katsani, 1995). If brand associations are transferred to commodity, the consumers might identify the brand associations with the commodity.

When preferred brand personality traits are mentioned, this study assumed that preferred personality traits are accompanied by the preference of brand that is subcategorized within product types (Geeroms, 2005). The concept of preferred or desired brand personality is closely associated with consumers' purchasing goals and motives, which are aroused by the aim of purchase (e.g., a self-expressive purpose or a functional purpose) and behavioral expressions. The main idea of this study is to investigate the structure of preferred brand personality dimensions in the light of consumers' past behavioral expressions (i.e., brand liking and

purchasing behavior). By asking brand personality traits of consumers' preferred and non-preferred brands in a certain product category, this study explores which brand personality traits are preferred over others and how product types influence the preferences of brand personality traits. This research will further investigate the congruence between category personality and brand personality to see the preferred brand personality traits in a general and specific way based on favorable product and brand evaluations (Biel, 1993; Hem and Iversen, 2002).

Gender Effect

Gender is an important factor in the segmentation of consumer groups to employ effective advertising strategies through considering the differences between males and females. Gender has been often used as a means of consumer segmentation because gender segments are easily identifiable, accessible, measureable, and responsive to marketing elements, in addition to being large and profitable (Darley and Smith, 1995). In order to fully understand gender effects and their relationship with advertising, researchers have employed several approaches. For example, some studies have emphasized the relationship between media and gender (e.g., MacKay and Covell, 1997; Sullivan and O'Connor, 1988), the purchasing patterns of males and females (e.g., Bellizzi and Milner, 1991) and the effectiveness of advertising on consumer behavior by gender (e.g., Wolburn and Pokrywczynski, 2001).

During three decades of research on advertising-related gender issues, researchers have tried to discover if there are the differences or similarities between males and females in how they feel, think, and behave in terms of their responses to products, brands, and advertisements. Through research on gender across a variety of traits and tasks, they have attempted to form effective advertising solutions (Darley and Smith, 1995). For example, in the study of beer brands and cultural meaning, it appeared that beer is regarded as a thoroughly male substance in

several ways (McCracken, 1993) because it is regarded as a kind of product men utilize as a way to become conventional masculine men. People think that many women do not like beer because the image of beer represents the abandon, the coarseness, the wildness, and competition associated with men (McCracken, 1993). Beyond this masculine image, beer consumption is also represented as being extroverted and untrammeled. On the other hand, wine is thought as a kind of feminine product that exhibits romance, elegance, and nobleness. Thus, the image and personality of certain products and brands can show different preferences and perceptions by gender.

Usually, gender differences are recognized as sociological or biological differences (Darley and Smith, 1995). For instance, gender differences were studied in terms of different social roles and social pressures in the research of sociological differences (Meyers-Levy and Sternthal, 1991) and sexual hormones in research of physiological differences (Burstein, 1980). The differences between men and women were also dealt with in psychological research. Importantly, gender differences were conceptualized with respect to emotion as having multiple components, including behavioral and expressive components (e.g., Buck, 1994; Ekman, 1992). In particular, expressive component of emotion have been frequently studied using a variety of expression measures, such as self-reporting expression (e.g., Balswick and Avett, 1977; Gross and John, 1995) and ratings of communication accuracy (e.g., Rotter and Rotter, 1988; Wagner et al., 1993) to examine gender differences.

Most of the studies indicated that women are more expressive than men in terms of emotions (Ashmore, 1990; Hall, 1984), but researchers disagree about whether women are more expressive of all emotions than men. For example, many studies found that women are more expressive of sadness than men (e.g., Allen and Hacccoun, 1976; Balswick and Avertt, 1977;

Rotter and Rotter, 1988; Schwartz et al., 1980), but there were contradictory results in Tucker and Riggio (1988). Most of studies also found that women are more expressive of happiness than men (e.g., Balswick and Avertt, 1977; Barr and Kleck, 1995; Frances, 1979; Tucker and Riggio, 1988), but Wagner et al's study (1986) demonstrated a different conclusion. Furthermore, some studies did not find gender differences in expression of emotion (e.g., Cupchik and Poulos, 1984; Lanzetta et al, 1976). Although researchers disagreed about gender differences in terms of emotion, the majority of studies have found that women are more sensitive to almost all negative emotions, such as disgust (e.g., Fujita et al., 1980; Rotter and Rotter, 1988; Tucker and Riggio, 1988), fear (e.g., Allen and Haccoun, 1976; Schwartz et al., 1980), and anger (e.g., Allen and Haccoun, 1976; Wagner et al., 1993).

In many cases, brands stand for the gender meaning (i.e., maleness or femaleness), the status meaning (i.e., social standing), the country meaning (i.e., nationality), or the multicultural meaning (i.e., ethnicity) (McCracken, 1993). For example, with respect to notions of symbolic meanings, the brands can represent tradition or innovation, family or friend, complexity or simplicity, and excitement or calmness. All of these symbolic meanings are primarily related to demographics (e.g., gender, age, and social status) as well as products and brands (McCracken, 1988). For instance, the symbolic meanings of Marlboro are very clear to explain the differences of gender and activity in symbolic meanings in that consumers view this brand as a symbol of ruggedness, maleness, and competence (McCracken, 1993). This formation of brand personality is primarily due to the packaging (a red and white box of cigarettes) and the image of male cowboy on horseback in the advertisements.

Social Group Effect

While the majority of the studies on gender differences emphasize emotional responses, more recent studies indicate that social situation is as important as gender in the segmentation of individuals regarding the expressivity of emotions (e.g., Fridlund, 1990, 1994). For example, the expressivities of positive and negative emotions show different intensities in different social situations (e.g., Buck et al, 1992; Kring et al., 1995). Buck et al. (1992) argued that an individual is influenced by another person in the expressive behavior of emotion, and social stimulus particularly plays an important role as a determinant to discern the expressivity of people's emotions.

In social identity theory, also known as social identification theory, a social group is a set of individuals who have a common identification (Stets and Burke, 2000), and a social identity is considered an individual's knowledge that he or she belongs to a certain group (Hogg and Abrams, 1988). In the social comparison process, social groups are often viewed as two categories: in-group and out-group based on the group to which an individual belong (Stets and Burke, 2000). According to the studies of social identity, an individual generally acts in accordance with other people in the in-group and has a different pattern of behavior in viewing the self and others (Childers and Rao, 1992). Thus, in social psychology, this identification expresses a person's identity as a member of a certain group or organization (Ashforth and Mael, 1989, Hogg et al., 1995). Researchers employ various factors to classify people in specific groups. For instance, the effects of social or organizational group are studied in terms of the antecedents of identification and the effects of group identification.

In the area of consumer behavior, a social group is expanded to reference one that is distinguished by the various influences on consumer decisions. From the perspective of

consumer behavior, the group to which an individual belong is a very important factor for the segmentation of consumers, and it appears that the product and brand an individual selects are influenced by his or her reference group (Bearden and Etzelman, 1942). Childers and Rao (1992) determined a reference group by familial and peer influences on purchasing decisions.

In the categorization of social reference group, mature adults and younger consumers (under 25; college students) have different patterns in brand purchasing behavior because of situational factors, such as income, peer effect, and life style (Wood, 2004). In general, young people adopt certain symbolic meanings in their college years and then move on to new symbolic meanings. For instance, liquor products are thought as a way for having fun and banding together, but the meaning can change to a social tool. Thus, after young people graduate from their college, they change their college gender identities to new and different ones (McCracken, 1993). As a dramatic transition stage, college years and post-college years can be a factor to segment consumer groups to study brand selection and attitudes toward them.

Among a variety of social groups, students and non-student adults are used in studies on participants' segmentation in psychology (e.g., Parker and Stumpf, 1998) and advertising (e.g., Völckner and Sattler, 2007). In the research on consumer-brand relationship, the majority of previous studies have used students as research subjects (e.g., Aaker and Keller, 1990; Barone et al., 2000; Bottomley and Doyle, 1996, Boush and Loken, 1991). However, in a meta-analysis of social science research, Peterson (2001) emphasized the differences between student subjects and non-student subjects. Peterson (2001) found that the responses of student subjects were more likely to be homogeneous than non-student subjects. He stated that students develop their personalities in early adult life stages compared to non-student adults in post-college years, so student respondents are systematically different from non-student adults in terms of specific

psychological and behavioral dimensions. According to Peterson (2001), students tend to have less embodied attitudes, stronger cognitive skills, stronger tendencies to conform to authority, and more unsettled peer group relationships. Thus, he recommended that researchers should study both students and non-student adults to compare their attitudes and behavior, results that can be generalized for the whole population.

Product Type

During the past decades, numerous advertisers and researchers have studied approaches to developing effective advertising strategies for various product and service types based on the theories of consumer behavior (Vaughn 1980, 1986; Puto and Wells 1984; Ratchford 1987; Batra and Ahtola 1990; Rossiter et al. 1991; Claeys et al. 1995; Dubé et al. 1996; Spangenberg et al. 1997; Mehta 2000; Voss et al. 2003). At the same time, the motives that affect consumers' decision making process (e.g. thinking [cognitive] and feeling [affective] dimensions) were conceptualized and studied to understand consumer-attitude formation (McGuire 1976; Vaughn 1980, 1986; Ratchford 1987; Batra and Ahtola 1990; Rossiter et al. 1991; Claeys 1995; Dubé et al. 1996; Spangenberg et al. 1997; Voss et al. 2003). Vaughn (1980) related the concept of the symbolic and functional products to the dimension of product involvement, arguing that the two worked very effectively indentifying consumers' "product decision space" in the FCB grid planning model.

Moreover, some early studies (Appel 1979; Krugman 1980; Hansen 1981; Weinstein, 1982; Vaughn 1986) proposed that consumers are affected by the verbal and nonverbal in addition to the semantic and sensory continuums that permit people to integrate the information and emotion necessary for decision making. Batra and Ahtola (1990, p. 159) suggest that "consumers purchase goods and services and perform consumption behaviors for two basic

reasons: (1) consummatory affective (hedonic) gratification (from sensory attributes), and (2) instrumental and utilitarian reasons."

The objective of brand personality is to differentiate between a certain brand with its competitors (Freling, 2006). This differentiation depends on the characteristics and the purpose of product's usage. For example, cosmetic brands, such as *Olay*, *Dove*, and *Johnson & Johnson*, are not considered rugged but sophisticated, whereas athletic brands, such as *Nike*, *The North Face*, and *Adidas*, and sports network, such as *ESPN*, lack a sense of sophistication but convey meanings associated with adventure (Diamantopoulos et al., 2005).

These different applications of personality concepts to a variety of products or product categories also need diverse standpoints for viewing brand personality. Thus, the research surrounding brand personality needs to accommodate the unconventional methods of investigation by not only focusing on the ideal and bright but also equally considering all situations existing in real settings.

As mentioned above, the perceptions of brand personality heavily rely on product type. The personality traits affiliated with a preferred brand can show various patterns in different product categories. In general, consumer-behavior studies divided into two groups: symbolic (i.e., hedonic, affective, and feel) and functional (i.e., utilitarian, cognitive, and think) (Ang and Lim, 2006; Bhat and Reddy, 1998; Dhar and Wertenbroch, 2000; Sloot et al., 2005; Wood, 2007). Symbolic products are mostly used for affective purposes and sensory gratification (Woods, 1960), enabling consumers to express their actual or ideal self-image (Khalil, 2000). Therefore, symbolic products are also regarded as being self-expressive. In contrast, functional products have a relatively rational appeal, emphasizing product quality and benefits (Woods, 1960). Thus, tangible attributes are a primary concern in the consumption of functional products.

In Aakers' brand personality study (1997), she viewed product type as an important key to differentiate between brands and as a major driver of consumer consumption behavior. In order to create a generalizable framework of brand personality, Aaker considered symbolic and functional uses of brands in the design of her research. Thus, in order to examine antecedents and consequences of brand personality, product categories provide a convenient and accessible way to understand how different brand personalities impact brand selection.

Lennon (1993) indicated that brand researchers often misconstrue the relationship between brand and user personality. For example, most researchers conclude that brand personalities and user personalities should correspond with each other, and they should be matched in order to appeal to consumers. In case of self-expressive products (e.g., automobiles or magazines) that display personal values and lifestyles, user and brand personalities can match, but this correspondence is not valid for the majority of packaged products. In order to map the effective advertising and marketing strategies, researchers should segment product types and consumer groups. The connection between brand and user personality is not accomplished in every situation of consumption. For example, whether they match or not is closely related to product types and consumer perceptions of products or brands. Thus, people use brand personalities differently based on the product categories.

As another way to classify product type, researchers have examined the concept of involvement to explore consumers' receptivity to marketing communication (Ratchford, 1987). Involvement is associated with brand selection in accordance with problem-solving behavior (Engel and Blackwell, 1982), and the level of involvement serves as a mediating variable in a search for information. Therefore, consumers of high-involvement products are more focused on acquiring information about product attributes than they are low involvement products

(Zaichkowsky, 1985). Further, Zaichkowsky (1985) found that consumers' perceptions about the attributes of high-involvement products varied more significantly than with low involvement products. Moreover, Robertson (1976) suggested that consumers have strong beliefs about the attributes of high- involvement products, whereas they do not hold strong beliefs about the attributes of low- involvement products.

Furthermore, the characteristics of a high-involvement construct are the comparison of product attributes and the evaluation of competing alternatives. Since consumers spend more time searching for relevant information about high-involvement products than their counterparts, people discreetly consider and compare the available alternatives are making a selection.

Researchers have argued that involvement is not regarded nor identified as a unidimensional construct (Kapferer and Laurent, 1993; Laurent and Kapferer, 1985). According to Howard and Sheth (1969), involvement with products (i.e., brand-name decision involvement) guides consumers to perceive the different attributes of a variety of products or brands, and also makes brand commitment possible. . Involvement with purchases (i.e., product-feature decision involvement) leads consumers to make an effort to seek information about certain products or brands and to help to make a sound purchasing decision (Clarke and Belk, 1978). Thus, the two separate types of involvement bring their own results of consumer behavior.

In order to understand the difference between high- and low-involvement product characteristics, researchers proposed the low-involvement conditions (Zaichkowsky, 1985, p. 346): "1) a relative lack of active information seeking about brands; 2) little comparison among product attributes; 3) perception of similarity among different brands; 4) no special preferences for a particular brand." Furthermore, Warrington and Shim (2000) demonstrated that consumers of low- involvement products attach less importance to product-related attributes (except for

price) than consumers of high-involvement products. The consumers who exhibit little concern about the product and show a tendency for repeatedly purchasing a preferred brand are named as *routine brand buyers* by Cushing and Douglas-Tate (1985). These consumers particularly tend to show little concern for low-involvement products, and they are likely to have a well-established brand preference. Thus, in the selection of low involvement products, the importance of product attributes are minimal, and consumers purchase familiar brands.

Laurent and Kapferer (1985) stated that involvement consists of five facets: interest or importance, risk importance, risk probability, sign value, and hedonic value. Among the five facets of involvement, hedonic value is related to emotional pleasure, and sign value is associated with the degree to which a product or a service expresses an individual's personality (Laurent and Kapferer, 1985). The characteristics of these two facets may provide self-expression or pleasure to make a product or a service more important.

In sum, both of the two dimensions (involvement and functional/symbolic) are associated with the representations of consumers' personalities and self-expression to affect to their purchasing decision. Thus, consumer perceptions of involvement and thinking/feeling may be considered important subjects in an effective marketing strategy.

CHAPTER III

THEORETICAL BACKGROUND

The Study of Personality and the Big Five Model

The studies of the human personality have been prevalent since the 1930s (Wee, 2004). In the domain of psychology, "personality" has been defined in a variety of ways by many psychologists and researchers over the years. In the early period of this research, Guilford (1959, p. 5) simply defined personality as "a person's unique pattern of traits," and Allport (1961. p. 28) defined it as "the dynamic organization within the individual of those psychological systems that determine his or her characteristic behavior and thought." Later, Mischel (1986, p. 4) defined personality as "the distinctive patterns of behavior (including thoughts and emotions)," and Pervin (1989, p. 4) noted that personality consists of "the characteristics of people that account for consistent patterns of behavior" and also "the complex organization of cognitions, affects, and behaviors that give direction and pattern" (Pervin, 1996, p. 414). The study of personality enables us to predict and explain human behavior (Carducci, 1998) and to find out individual differences in social psychology (Funder, 1997).

In personality studies, the Big Five model, created by Goldberg (1993) through empirical research, provides more specific personality traits. This model derives from Cattell's 35 variables of personality structure (1943) and the work of many personality researchers (Fiske, 1949; Tupes and Christal, 1961; Norman, 1963). Later, the 35 personality variables were limited to five categories, and the model of these factors was named "the Big Five" by Goldberg (1993) (See Figure 5). This structure consists of the following: 1) *Extraversion or Surgency* (e.g.,

talkative, assertive, and energetic), 2) *Agreeableness* (e.g., good-natured, cooperative, and

trustful), 3) *Conscientiousness* (e.g., orderly, responsible, and dependable), 4) *Emotional*

Stability versus Neuroticism (e.g., calm, not neurotic, and not easily upset), 5) *Intellect or*

Openness (e.g., intellectual, imaginative, and independent-minded).

Figure 5. Big Five Model

Items low on dimension	←	Big Five	→	Items high on dimension
Quiet, Reserved, Shy, Silent, Withdrawn	←	Extraversion	→	Talkative, Active, Assertive, Energetic, Outgoing
Fault-finding, Cold, Unfriendly, Quarrelsome, Hard-hearted	←	Agreeableness	→	Sympathetic, Kind, Appreciative, Affectionate, Soft-hearted
Careless, Disorderly, Frivolous, Irresponsible, Slipshod	←	Conscientiousness	→	Organized, Thorough, Planful, Efficient, Responsible
Tense, Anxious, Nervous, Moody, Worrying	←	Neuroticism (Emotional Stability)	→	Stable, Calm, Contented, Unemotional
Commonplace, Narrow interests, Simple, Shallow, Unintelligent	←	Openness	→	Wide Interests, Imaginative, Intelligent, Original, Insightful

Further, the Five-Factor Model (FFM) of personality has served as the standard of

personality traits models and contributed generalizability and comprehensibility to empirical

personality studies. Digman and Inouye (1986) noted that the diverse personality traits and rating

scales can be thoroughly explained by five factors. The FFM was first discovered in the peer

rating scales (Tupes and Christal, 1961, 1992); it was later used in self-reports on trait

descriptive adjectives (Saucier, 1997), in a questionnaire measuring needs and motives (Costa

and McCrae, 1988), and in a personality disorder symptom study (Clark and Livesley, 1994).

The concept and measures of personality are summarized, integrated, and systematized by the

FFM (McCrae and Costa, 1999), which enables personality psychology to make progress that

also applies to other areas. In particular, neuroticism, one of the five factors, is an important

personality dimension in describing negative affects, such as anxiety, anger, and depression, in personality research.   Therefore, it has been frequently utilized to explain personality- disorder pathology. Neuroticism is also equated with the same concept of emotional instability, including vulnerability and impulsivity.

Many of the contemporary studies in personality psychology focused on enriching the understanding of particular personality traits, such as narcissism, self-enhancement, self-monitoring, and self-consciousness (Pervin and John , 1999; Plutchik and Conte, 1997). In order to establish a particular model in personality psychology, construct validation (Cronbach and Meehl, 1955), which enables a trait to connect others and then to the observed traits, is the main concern in the creation and development of comprehensive personality models (Plutchik and Conte, 1997). The Big Five (Goldberg, 1993), the Five Factor Model (McCrae and John, 1992), and the circumplex (Wiggins, 1979) facilitate the integration of traits and the study of descriptive characteristics of diverse traits (Plutchik and Conte, 1997).

Furthermore, the applications of the Big Five structure to brands have recently appeared in advertising and marketing literature (e.g., Aaker, 1997; Aaker, 1999; Caprara, Barbaranelli, and Guido et al., 1988). Although prior literature suggested that brand personality operates in different ways from human personality (Aaker, 1997), the applications of human personality traits to brands still appears valid.

Abridged Big Five Circumplex Model (AB5C)

There have been two kinds of taxonomic models: the Big Five Model and Wiggins's circumplex, popularly utilized in personality research since the 1980s (Hofstee, de Raad, and Goldberg, 1992). The Big Five mode asserted the necessity of a taxonomy of personality traits. This model has often been used by many social psychology researchers in their studies of

personality, and it has been valued over circumplex model in terms of both internal judgments of conceptual relations among personality traits and external judgments of the descriptiveness of actual people (Hofstee, de Raad, and Goldberg, 1992).

However, the Big Five has several weak points that limit its effectiveness as a representative personality model. First, there have been arguments that the Big Five factors are somewhat ambiguous. John (1990) mentioned that the trait descriptors of the Big Five do not entirely match with simple-structure models that present the justification for procedures like a varimax rotation. Further, the positional meanings of the factors are unstable, and explicit labels of each factor make hard to interpret. In order to supplement these weaknesses, a circumplex model needs to be integrated with the Big Five. A circumplex model provides "more opportunities to identify the clusters of traits that are semantically cohesive (Hofstee et al., p. 146)."

Based on the structure of the Big Five, the Abridged Big Five Dimensional Circumplex (AB5C) was developed by Hofstee, de Raad, and Goldberg (1992). Through the integration of the simple-structure of the Big Five and circumplex structure, the AB5C taxonomy of personality traits provides a comprehensive framework, and it is less restrictive than the simple-structure and the two-dimensional circumplex models (See Table 2).

Table 2. Abridged Big Five Dimensional Circumplex

Dimension		Terms
Extraversion	+	Active, Adventurous Aggressive, Assertive, Assured, Boastful, Candid, Cheerful, Communicative, Competitive, Confident, Courageous, Cunning, Daring, Demonstrative, Dramatic, Energetic, Enthusiastic, Exhibitionistic, Explosive, Expressive, Extravagant, Extraverted, Flamboyant, Forceful, Forward, Gregarious, Happy, Immodest, Independent, Jovial, Lively, Magnetic, Mischievous, Opinionated, Opportunistic, Outgoing, Outspoken, Persistent, Proud, Resolute, Self-satisfied, Sociable, Social, Strong, Talkative, Uninhibited, Unrestrained, Verbal, Verbose, Vibrant, Vigorous, Witty, Wordy, Zestful

Dimension		Terms
Extraversion	-	Acquiescent, Aloof, Apathetic, Bashful, Bland, Blasé, Compliant, Conservative, Cowardly, Detached, Discreet, Dull, Ethical, Glum, Guarded, Helpless, Impartial, Indirect, Inhibited, Inner-directed, Lethargic, Lonely, Meek, Melancholic, Modest, Naïve, Non-persistent, Passive, Pessimistic, Placid, Prudish, Quiet, Reserved, Restrained, Seclusive, Secretive, Serious, Shy, Silent, Skeptical, Sluggish, Somber, Submissive, Timid, Tranquil, Unadventurous, Unaggressive, Uncommunicative, Unenergetic, Unsociable, Vague, Wary, Weak, Withdrawn
Agreeableness	+	Accommodating, Affectionate, Agreeable, Altruist, Authentic, Charitable, Compassionate, Considerate, Courteous, Easy-going, Effervescent, Fair, Faithful, Friendly, Generous, Genial, Genuine, Happy, Helpful, Homespun, Humorous, Humble, Jovial, Kind, Lenient, Loyal, Merry, Moral, Obliging, Passionate, Peaceful, Pleasant, Polite, Reasonable, Respectful, Romantic, Sensitive, Sentimental , Sincere, Soft, Soft-hearted, Tactful, Thoughtful, Tolerant, Trustful, Understanding, Warm, Well-mannered
	-	Abrupt, Abusive, Antagonistic, Bigoted, Bitter, Bull-headed, Callous, Coarse, Cold, Combative, Critical, Crude, Cruel, Curt, Cynical, Demanding, Devious, Disagreeable, Disrespectful, Egotistical, Greedy, Gruff, Hard, Harsh, Impersonal, Impolite, inconsiderate, Insensitive, Insincere, joyless, Manipulative, Miserly, Passionless, Rigid, Rough, Rude, Ruthless, Scornful, Selfish, Shrewd, Sly, Smug, Tactless, Thoughtless, Unaffectionate, Uncharitable, Unforgiving, Unfriendly, Unkind, Vindictive
Conscientiousness	+	Alert, Ambitious, Careful, Cautious, Circumspect, Concise, Conscientious, Consistent, Constant, Cultured, Decisive, Deliberate, Dependable, Dignified, Economical, Efficient, Exacting, Fastidious, Firm, Foresighted, Formal, Industrious, Logical, Mannerly, Mature, Meticulous, Orderly, Organized, Perfectionistic, Practical, Precise, Progressive, Prompt, Punctual, Purposeful, Refined, Regular, Reliable, Responsible, Scrupulous, Sophisticated, Strict, Systematic, Thorough, Thrifty, Traditional
	-	Absent-minded, Aimless, Careless, Devil-may-care, Disorderly, Disorganized, Erratic, Forgetful, Frivolous, Haphazard, Immature, Impractical, Impulsive, Inconsistent, Indecisive, Inefficient, Lax, Lazy, Non-committal, Rash, Reckless, Scatter-brained, Sloppy, Unambitious, Undependable, Unprogressive, Unreliable, Unruly, Wasteful, Whishy-washy
Emotional Stability	+	Calm, Conceitless, Imperturbable, Indefatigable, Informal, Level-headed, Light-hearted, Masculine, Optimistic, Patient, Relaxed, Serene, Tranquil, Unassuming, Uncritical, Undemanding, Unemotional, Unenvious, Unexcitable, Unpretentious, Unselfconscious, Versatile, Weariless

Dimension		Terms
	-	Anxious, Compulsive, Contemptuous, Crabby, Cranky, Defensive, Emotional, Envious, Excitable, Fault-finding, Fearful, Fidgety, Fretful, Gossipy, Grumpy, Gullible, High-strung, Hypocritical, Impatient, Insecure, Lustful, Meddlesome, Moody, Nosey, Particular, Possessive, Quarrelsome, Self-indulgent, Self-pitying, Temperamental, Touchy, Volatile
Intellect/Openness	+	Analytical, Articulate, Artistic, Brilliant, Complex, Contemplating, Creative, Deep, Diplomatic, Eccentric, Eloquent, Fanciful, Idealistic, Individualistic, Informative, Informed, Ingenious, Innovative, Inquisitive, Intellectual, Intelligent, Intense, Knowledgeable, Meditative, Modern, Original, Perceptive, Philosophical, Recent, Self-examining, Sensual, Smart, Theatrical, Up-to-date, Worldly
	-	Dependent, Imperceptive, Inarticulate, Indiscreet, Pompous, Predictable, Provincial, Servile, Shallow, Short-sighted, Simple, Terse, Uncreative, Unimaginative, Uninquisitive, Unintellectual, Unintelligent, Unobservant, Unreflective, Unscrupulous

Wiggins' Interpersonal Categories

Wiggins' interpersonal adjective scale (IAS), which consists of 16 categories, was based on Guttman's structural model (1954), and developed from a set of 567 adjectives that were derived from 1,710 adjectives. The IAS is composed of 128 human personality traits in which 8 traits represent each of the 16 interpersonal categories (See Table 3) that influence the Interpersonal Circumplex. The taxonomy of Wiggins' interpersonal categories is useful for researchers who use single adjectives as stimuli in the studies of interpersonal perception and formation.

Table 3. Wiggins' Interpersonal Categories

Dimension	Facet
Ambitious	Persistent, Steady, Industrious, Deliberative
Dominant	Firm, Assertive, Impersonal, Dominant, Self-assured
Arrogant	Big-headed, Overforward, Cocky, Flaunty
Calculating	Calculating, Exploitative, Cunning, Tricky
Cold	Warmthless, Cruel, Ruthless
Quarrelsome	Uncordial, Disrespectful, Ill-mannered
Aloof	Uncheery, Distant, Unneighbourly
Introverted	Silent, Unrevealing, Bashful

Dimension	Facet
Lazy	Lazy, Unproductive, Inconsistent
Submissive	Self-effacing, Unaggressive, Timid
Unassuming	Pretenseless, Unconceited, Undemanding
Ingenuous	Undevious, Uncunning, Unsly
Warm	Kind, Emotional, Sympathetic
Agreeable	Cooperative, Well-mannered, Cordial
Gregarious	Pleasant, Genial, Friendly
Extraverted	Outgoing, Cheerful, Jovial

Compared to Aaker's brand personality scale, human personality scales and models (e.g., Big Five, Five Factor Model, and IAS) contain negative adjective descriptors (e.g., arrogant, calculating, hypocritical, aloof, and unreliable) as well as positive ones (e.g., pleasant, proud, sincere, smart, and friendly). IAS also contains several negatively-balanced or less-wholesome dimensions (e.g., arrogant, calculating, cold, quarrelsome, and lazy) and facets (e.g., big-headed, cocky, tricky, cunning, ill-mannered, and unproductive) on the dimensions. Sweeney and Brandon (2006) tested the appropriateness of two human personality scales. the IAS and Five Factors of Human Personality, which contain negative adjective descriptors (e.g., arrogant, calculating, hypocritical, aloof, and unreliable) as well as positive ones (e.g., pleasant, proud, sincere, smart, and friendly) (Sweeney and Brandon, 2006). The results of their study indicated that negatively-balanced personality dimensions and facets are as appropriate to describe brand personalities as positive aspects (Sweeney and Brandon, 2006). Wiggins's interpersonal categories, which features both negative and positive (Sweeney and Brandon, 2006), presented higher scores than the average of three personality scales in terms of appropriateness for brand personality. The results of Sweeney and Brandon's (2006) study found that 50 items out of Wiggin's (1979) 128 IAS interpersonal personality items could be regarded as appropriate personality descriptors, so they suggested a further investigation of the IAS scale.

The Frameworks of Brand Personality

Based on the Big Five Model, Aaker (1997) conducted extensive research to establish

that consumers assign human personalities to brands and developed a framework of brand

personality by identifying five brand personality dimensions: sincerity, excitement, competence,

sophistication, and ruggedness (See Table 4). The findings of her research indicated that three of

the brand personality dimensions (sincerity, excitement, and competence) are similar to three

dimensions (agreeableness, extroversion, and conscientiousness) of the Big Five Model (Aaker,

1997).

Although the brand personality scale stemmed from a human personality model, Aaker

(1997) believed that brand personality should be explored using a different approach from

human personality because the two models of personality have different subjects and goals. For

example, brand personality is created by a consumer's connection with a brand, whereas human

personality traits are derived from a person's physical characteristics, facial expressions,

attitudes, beliefs, and behavior.

Table 4. Aaker's Brand Personality Dimensions

Dimension	Facet
Sincerity	Down-to-earth, Family-oriented, Small-town, Honest, Sincere, Real, Wholesome, Original, Cheerful, Sentimental, Friendly
Excitement	Daring, Trendy, Exciting, Spirited, Cool, Young, Imaginative, Unique, Up-to-date, Independent, Contemporary
Competence	Reliable, Hard-working, Secure, Intelligent, Technical, Corporate, Successful, Leader, Confident
Sophistication	Upper Class, Glamorous, Good-Looking, Charming, Feminine, Smooth
Ruggedness	Outdoorsy, Masculine, Western, Tough, Rugged

The SWOCC (Stichting Wetenschappelijk Onderzoek Commerciële Communicatie:

Foundation for Fundamental Research on Commercial Communication) brand personality

structure was developed by Dutch scholars (Smit et al., 2002), so they mostly used Dutch brands

(e.g., Duewe Egberts (beverage), Gauloises Blondes (tobacco), Rabobank (financial bank), and Libertel (telecommunication service)) as well as global brands (e.g., Coca-Cola, UPS, and Marlboro). Besides the brand selection, SWOCC's scale used several different measurement techniques from Aaker's scale. SWOCC measured participants' experiences with products and services (e.g., the frequency of buying brands in the product type and likeability of the brands) as well as brand personality. Through factor and scale analyses, SWOCC yielded six dimensions (i.e., competence, excitement, gentle, distinguishing, ruggedness, and annoying) and 38 items (e.g., confident, jolly, soft-hearted, unique, rugged, unkind, etc.).

The purpose of SWOCC was to develop a scale of brand personality for advertisers and marketers. The authors (Smit et al., 2002) compared the SWOCC's brand personality scale with Aaker's, finding that while the two scales are not quite similar, they are not completely different. For example, SWOCC includes the dimension of *sophistication*, which is one of Aaker's dimensions, but it is categorized not as a dimension but as a small factor. Moreover, SWOCC contains several negatively-balanced dimensions and facets, such as annoying, unkind, silly, and childish (See Table 5). Smit et al. (2002) interpreted that some of the dimensions, such as gentle, annoying, and distinguishing, could result from culture-specific reasons.

Table 5. SWOCC Brand Personality Dimensions

Dimension	Facet
Competence	Confident, Successful, Resolute, Determined, Sure, Sympathetic, Nice, Honest, Accurate, Precise, Careful, Efficient, Respectable, Firm
Excitement	Jolly, Happy, Cheerful, Enthusiastic, Lively, Spirited, Active, Imaginative, Creative, Original
Gentle	Soft-hearted, Feminine, Amiable
Distinguishing	Unique, Non-conformist, Daring
Ruggedness	Rugged, Masculine, Single-minded
Annoying	Unkind, Annoying, Silly, Childish

Caprara et al.'s Brand/Human Personality Assessment

Caprara, Barbaranelli, and Guido (2001) investigated whether the Big Five Model of human personality is appropriate for measuring brand personality on the basis of five dimensions (i.e., extraversion, agreeableness, conscientiousness, emotional stability, and openness). In order to examine the structure of personality with the Big Five Model, they used a list of 40 adjectives (See Table 6) from the Big Five Model, and the mix of global brands, such as Coca-Cola and Sony, and Italian brands, such as BNL (an Italian bank) and Mondadori (an Italian publishing company).

Caprara et al. (2001) found that the descriptors of human personality express different symbolic meanings when they are attributed to different brands. The traditional inventory of human personality serves as the factors for constructing brand personality but only to a certain extent; in other words,, only some of the factors of human personality are appropriate to describe brand personality. Although they did not find a good match of descriptors between human and brand personality, they suggested that the use of a psycholexical approach to study the latter and to detect the brand personality (Caprara et al., 2001).

Table 6. Adjectives Used for Brand/Human Personality Assessment in Caprara et al.'s Study

Dimension	Facet
Extraversion	Active, Competitive, Dominant, Energetic, Happy, Lively, Resolute, Strong
Agreeableness	Affectionate, Altruist, Authentic, Cordial, Faithful, Generous, Genuine, Loyal
Conscientiousness	Conscientious, Constant, Efficient, Precise, Productive, Regular, Reliable, Scrupulous
Emotional Stability	Calm, Level-headed, Light-hearted, Patient, Relaxed, Serene, Stable, Tranquil
Openness	Creative, Fanciful, Informed, Innovating, Modern, Original, Recent, Up-to-date

CHAPTER IV

Hypothesis and Research Questions

In consumer psychology, considerable research has explored the self-expressive role of brands (e.g., Aaker, 1999; Belk, 1988; Landon, 1974; Sirgy, 1982). When consumers buy self-expressive products, such as perfumes, high-priced clothing, and cigarettes, they tend to consider their personalities and those of the brand they want to buy (e.g., "I will buy this because the brand expresses the way I feel" (Lannon, 1983, p.166)). Lannon (1983) indicated that self-expressive products are 'personal display items' that emphasize image and style. Further, consumer researchers have found that brand personality plays an important role in encouraging self-expression (Belk, 1988; Kleine et al., 1993; Malhotra, 1981). Thus, the previous research suggested the positive relationship between self-expressive role and brand personality effect, so one can assume that the representation of symbolic attributes will affect high self-expressive products more than low self-expressive products. Thus, the following hypothesis is proposed:

H1: There will be a positive relationship between the self-expressiveness of a product and the importance of brand personality as a determinant in brand selection.

Consumer researchers have noted the direct influences of brand personality on a variety of consumer-driven outcomes (Freling and Forbers, 2005). For instance, favorable brand personality increases consumer preference for a brand (Sirgy, 1982) and the level of brand loyalty (Fournier, 1998). However, previous brand research did not consider the

significance of brand personality on consumers' brand selection. Based on Wood's research (2004), this study will investigate the determinants of brand selection in terms of eight possible factors (i.e., brand loyalty, price, brand personality, promotion, time, product quality, friends, and brand reputation). In particular, this study aims at identifying different purchasing patterns by gender (male vs. female) and social group (college students vs. mature adults). Further, this study will examine the determinants of brand selection across product categories.

RQ1: Are there any differences (or similarities) among different product types in how consumers select brands as the determinants of brand selection?

RQ2: Are there any differences (or similarities) between males and females in how they select brands as the determinants of brand selection?

RQ3: Are there any differences (or similarities) between college students and mature adults (non-students) in how they select brands as the determinants of brand selection?

No research to date has investigated why consumers perceive personality of brands and think of particular traits, but Aaker (1997) listed the antecedents of brand personality. Based on Aaker's research, the current study will investigate the antecedent of brand personality using 12 possible factors (brand's user imagery, company's employees/CEO, brand's product endorsers, product-related attributes, product category associations, brand name, symbol/logo, packaging, price, tag line/slogan, overall feelings toward ad, and distribution channel). This study will examine these three research questions as predictors of two demographic characteristics (i.e., gender and social group) and explore the differences among product categories.

RQ4: Are there any differences (or similarities) among different product types in how consumers associate brands with personality traits?

RQ5: Are there any differences (or similarities) between males and females in how they associate brands with personality traits?

RQ6: Are there any differences (or similarities) between college students and mature adults (non-students) in how they associate brands with personality traits?

This study attempts to investigate whether there are meaningful differences in how consumers perceive brand personality traits to describe their most and least favorite brands. Further, this study will examine the desirable brand personality traits by product (i.e., computer, soft drink, jeans, and shampoo). By answering these questions, this study will provide some insights into the demographic differences and product differences in terms of desirable brand personality traits. Therefore, the following three exploratory research questions are put forth:

RQ7: Are there any differences (or similarities) among various product types in how consumers perceive brands as determinants of their personality dimensions?

RQ8: Are there any differences (or similarities) between males and females in how they perceive brands as determinants of their personality dimensions?

RQ9: Are there any differences (or similarities) between college students and mature adults (non-students) in how they perceive brands as determinants of their personality dimensions?

CHAPTER V

METHOD

Personality Trait Generation

The pretest sample was composed of 128 undergraduate students and 11 graduate students enrolled at a large southeastern university in the United States. All participants were given extra credit as an incentive. The participants ranged in age from 19 to 32 ($M = 21.52$) in Survey 1. 82% of the sample was female, and 83.5% of the sample was Caucasian. The respondents' demographic information is presented in Table 7.

Table 7. Demographics of the Participants in Pretest

		Percent (%)	Frequency (N)
Gender	Male	18.0	25
	Female	82.0	114
	Total	10.0	139
Race	White	83.5	116
	Black	3.6	5
	Asian	5.8	8
	Hispanic	2.9	4
	Other	4.2	6
	Total	10.0	218
Age		$M = 21.52$	$SD = 1.60$

First Step. For the first step of personality trait generation, a set of 505 non-redundant (593 total) personality adjectives were adopted from Aaker's brand personality dimensions (42 traits; Aaker, 1997), the SWOCC brand personality scale (38 traits; Smit et al., 2002), Caprara et al.'s adjectives used for brand/human personality assessment (40 traits; Caprara et al.,

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2001), Wiggins' interpersonal categories (53 traits; Wiggins, 1979), and the AB5C (420 traits;

Johnson and Ostendorf, 1993). Aaker's and SWOCC brand personality scales, Caprara et al.'s

personality adjectives, and the AB5C have been developed based on the structure of the Big Five,

and Wiggins' interpersonal categories are the original work of the Big Five. Thus, a set of 505

personality traits was grouped into five categories (i.e., Extraversion, Agreeableness,

Conscientiousness, Neuroticism, and Intellect/Openness) based on the Big Five. Later, the five

dimensions of personality adjectives were re-categorized in terms of positive and negative

dimensions of five factors based on the dimensions of each trait. For example, aggressive from

AB5C is included into Extraversion (+), and bashful from Wiggins' interpersonal categories and

AB5C is placed in Extraversion (-). From the process of categorizing the adjectives, a set of

personality traits has 62 Extraversion (+) traits, 60 Extraversion (-) traits, 52 Agreeableness (+)

traits, 56 Agreeableness (-) traits, 53 Conscientiousness (+) traits, 38 Conscientiousness (-) traits,

25 Emotional Stability (+), 37 Emotional Stability (-) traits, 39 Intellect/Openness (+) traits, 22

Intellect/Openness (-) traits. After this categorization, 59 traits are particularly difficult to place

within a certain dimension, so they remained in the dimension of other. As seen in Table 8, many

of the personality adjectives are duplicated with the adjectives in the representative personality

models in psychology (John, 1990; McCrae and Costa, 1989; Trapnell and Wiggins, 1990;

Wiggins, 1979) and in the brand personality dimension (Aaker, 1997).

Second Step. In the second step, the 505 personality traits are reduced to be a more

practical and manageable number. Subjects are asked to rate the descriptiveness of each

personality trait on a 7-point semantic differential scale (1 = not descriptive at all, 7 = very

descriptive). In the evaluation of the descriptiveness of personality traits, subjects are asked to

think of many different kinds of brands in a variety of product types because personality trait

reduction is not focused on certain types of products or brands. In each personality category, respondents were asked to choose 20% of personality items that could be best describe a brand's personality out of each set. Through the frequencies of personality items the respondents chose, approximately 20% (106 personality traits) of the original set of personality traits was produced and used in the next step.

Table 8. The 505 Personality Traits across the Five Models of Personality

Trait	Dimension	Model
Abrupt	Agreeableness (-)	AB5C
Absent-Minded	Conscientiousness (-)	AB5C
Abusive	Agreeableness (-)	AB5C
Accommodating	Agreeableness	AB5C
Accurate	Competence	SWOCC
Acquiescent	Extraversion (-)	AB5C
Active	Excitement, Extraversion	SWOCC, Caprara, AB5C
Adventurous*	Extraversion	AB5C
Affectionate	Agreeableness	Caprara, AB5C
Agreeable	Agreeableness	AB5C
Aggressive	Extraversion	AB5C
Aimless	Conscientiousness (-)	AB5C
Alert	Conscientiousness	AB5C
Aloof	Extraversion (-)	AB5C
Altruist	Agreeableness	Caprara
Ambitious*	Conscientiousness	AB5C
Amiable	Gentleness	SWOCC
Analytical	Intellect/Openness	AB5C
Annoying	Annoyingness	SWOCC
Antagonistic	Agreeableness (-)	AB5C
Anxious	Emotional Stability (-)	AB5C
Apathetic	Extraversion (-)	AB5C
Articulate	Intellect/Openness	AB5C
Artistic*	Intellect/Openness	AB5C
Assertive	Dominance, Extraversion	Wiggins, AB5C
Assured	Extraversion	AB5C
Authentic*	Agreeableness	Caprara
Bashful	Introversion, Extraversion (-)	Wiggins, AB5C
Big-Headed	Arrogance	Wiggins
Bigoted	Agreeableness (-)	AB5C
Bitter	Agreeableness (-)	AB5C

Trait	Dimension	Model
Bland*	Extraversion (-)	AB5C
Blasé	Extraversion (-)	AB5C
Boastful	Extraversion	AB5C
Boisterous	Extraversion	AB5C
Bold*	Extraversion	AB5C
Bossy	Extraversion	AB5C
Brave	Extraversion	AB5C
Bright	Intellect/Openness	AB5C
Brilliant	Intellect/Openness	AB5C
Bull-Headed	Agreeableness (-)	AB5C
Calculating	Calculatingness	Wiggins
Callous	Agreeableness (-)	AB5C
Calm	Emotional Stability	Caprara
Candid	Extraversion	AB5C
Careful	Competence, Conscientiousness	SWOCC, AB5C
Careless*	Conscientiousness (-)	AB5C
Cautious	Conscientiousness	AB5C
Charitable	Agreeableness	AB5C
Charming*	Sophistication	Aaker
Cheerful*	Excitement, Sincerity, Extraversion	SWOCC, Aaker, Wiggins
Childish	Annoyingness	SWOCC
Circumspect	Conscientiousness	AB5C
Coarse	Agreeableness (-)	AB5C
Cocky	Arrogance	Wiggins
Cold*	Agreeableness (-)	AB5C
Combative	Agreeableness (-)	AB5C
Communicative	Extraversion (+)	AB5C
Compassionate	Agreeableness	AB5C
Competitive	Extraversion	Caprara, AB5C
Complex	Intellect/Openness	AB5C
Compliant	Extraversion (-)	AB5C
Compulsive*	Emotional Stability (-)	AB5C
Conceitless	Emotional Stability	AB5C
Concise	Conscientiousness	AB5C
Confident*	Competence, Extraversion	SWOCC, Aaker, AB5C
Conscientious	Conscientiousness	Caprara, AB5C
Conservative*	Extraversion (-)	AB5C
Considerate	Agreeableness	AB5C
Consistent*	Conscientiousness	AB5C
Constant	Conscientiousness	Caprara
Contemplating	Intellect/Openness	AB5C
Contemporary*	Excitement	Aaker

Trait	Dimension	Model
Contemptuous	Emotional Stability (-)	AB5C
Controlled	Conscientiousness	AB5C
Conventional	Conscientiousness	AB5C
Cool*	Excitement	Aaker
Cooperative	Agreeableness	Wiggins, AB5C
Cordial	Agreeableness	Wiggins, Caprara, AB5C
Corporate	Competence	Aaker
Courageous	Extraversion	AB5C
Courteous	Agreeableness	AB5C
Cowardly	Extraversion (-)	AB5C
Crabby	Emotional Stability (-)	AB5C
Cranky	Emotional Stability (-)	AB5C
Creative*	Excitement, Intellect/Openness	SWOCC, Caprara, AB5C
Critical	Agreeableness (-)	AB5C
Crude*	Agreeableness (-)	AB5C
Cruel	Coldness, Agreeableness (-)	Wiggins, AB5C
Cultured	Conscientiousness	AB5C
Cunning	Calculatingness, Extraversion	Wiggins, AB5C
Curt	Agreeableness (-)	AB5C
Cynical	Agreeableness (-)	AB5C
Daring	Distinguishingness, Excitement, Extraversion	SWOCC, Aaker, AB5C
Decisive	Conscientiousness	AB5C
Deep	Intellect/Openness	AB5C
Defensive*	Emotional Stability (-)	AB5C
Deliberate	Ambitiousness, Conscientiousness	Wiggins, AB5C
Demanding	Agreeableness (-)	AB5C
Demonstrative	Extraversion	AB5C
Dependable*	Conscientiousness	AB5C
Dependent	Intellect/Openness (-)	AB5C
Detached	Extraversion (-)	AB5C
Determined	Competence	SWOCC
Devil-May-Care	Conscientiousness (-)	AB5C
Devious	Agreeableness (-)	AB5C
Dignified	Conscientiousness	AB5C
Diplomatic	Intellect/Openness	AB5C
Disagreeable	Agreeableness (-)	AB5C
Discreet	Extraversion (-)	AB5C
Disorderly	Conscientiousness (-)	AB5C
Disorganized*	Conscientiousness (-)	AB5C
Disrespectful	Quarrelsome, Agreeableness (-)	Wiggins, AB5C
Distant	Aloofness	Wiggins
Distrustful*	Agreeableness (-)	AB5C

Trait	Dimension	Model
Docile	Extraversion (-)	AB5C
Dominant	Dominant, Extraversion	Wiggins, Caprara, AB5C
Domineering	Extraversion	AB5C
Down-to-earth*	Sincerity, Emotional Stability	Aaker, AB5C
Dramatic	Extraversion	AB5C
Dull*	Extraversion (-)	AB5C
Easy-Going*	Agreeableness	AB5C
Eccentric	Intellect/Openness	AB5C
Economical	Conscientiousness	AB5C
Effervescent	Agreeableness	AB5C
Efficient	Competence, Conscientiousness	SWOCC, Caprara, AB5C
Egotistical*	Agreeableness (-)	AB5C
Eloquent	Intellect/Openness	AB5C
Emotional*	Warmness, Emotional Stability (-)	Wiggins, AB5C
Energetic*	Extraversion	Caprara, AB5C
Enthusiastic	Excitement, Extraversion	SWOCC, AB5C
Envious	Emotional Stability (-)	AB5C
Erratic	Conscientiousness (-)	AB5C
Ethical*	Extraversion (-)	AB5C
Exacting	Conscientiousness	AB5C
Excitable*	Emotional Stability (-)	AB5C
Exciting*	Excitement	Aaker
Exhibitionistic	Extraversion	AB5C
Exploitative	Calculatingness	Wiggins
Explosive	Extraversion	AB5C
Expressive*	Extraversion	AB5C
Extravagant	Extraversion	AB5C
Extraverted	Extraversion	AB5C
Fair	Agreeableness	AB5C
Faithful	Agreeableness	Caprara
Family-oriented*	Sincerity	Aaker
Fanciful	Intellect/Openness	Caprara
Fastidious	Conscientiousness	AB5C
Faultfinding	Emotional Stability (-)	AB5C
Fearful	Emotional Stability (-)	AB5C
Feminine*	Gentleness, Sophistication	SWOCC, Aaker
Fidgety	Emotional Stability (-)	AB5C
Firm	Competence, Dominance, Conscientiousness	SWOCC, Wiggins, AB5C
Flamboyant	Extraversion	AB5C
Flaunty	Arrogance	Wiggins
Flexible	Agreeableness	AB5C
Flippant	Conscientiousness (-)	AB5C

Trait	Dimension	Model
Flirtatious	Extraversion	AB5C
Foolhardy	Conscientiousness (-)	AB5C
Forceful	Extraversion	AB5C
Foresighted	Conscientiousness	AB5C
Forgetful	Conscientiousness (-)	AB5C
Formal*	Conscientiousness	AB5C
Forward	Extraversion	AB5C
Fretful	Emotional Stability (-)	AB5C
Friendly*	Sincerity, Gregariousness, Agreeableness	Aaker, Wiggins, AB5C
Frivolous*	Conscientiousness (-)	AB5C
Generous	Agreeableness	Caprara, AB5C
Genial	Gregariousness, Agreeableness	Wiggins, AB5C
Genuine*	Agreeableness	Caprara
Glamorous*	Sophistication	Aaker
Glum	Extraversion (-)	AB5C
Good Looking	Sophistication	Aaker
Gossipy	Emotional Stability (-)	AB5C
Greedy*	Agreeableness (-)	AB5C
Gregarious	Extraversion (+)	AB5C
Gruff	Agreeableness (-)	AB5C
Grumpy	Emotional Stability (-)	AB5C
Guarded	Extraversion (-)	AB5C
Gullible	Emotional Stability (-)	AB5C
Haphazard	Conscientiousness (-)	AB5C
Happy*	Excitement, Extraversion, Agreeableness	SWOCC, Caprara, AB5C
Hard	Agreeableness (-)	AB5C
Hard Working	Competence	Aaker
Harsh*	Agreeableness (-)	AB5C
Helpful	Agreeableness	AB5C
Helpless	Extraversion (-)	AB5C
High-Strung*	Emotional Stability (-)	AB5C
Homespun	Agreeableness	AB5C
Honest*	Competence, Sincerity	SWOCC, Aaker
Humble	Agreeableness	AB5C
Humorous*	Agreeableness	AB5C
Hypocritical*	Emotional Stability (-)	AB5C
Idealistic	Intellect/Openness	AB5C
Ignorant	Intellect/Openness (-)	AB5C
Ill-Mannered	Quarrelsomeness	Wiggins
Illogical	Conscientiousness (-)	AB5C
Ill-Tempered	Agreeableness (-)	AB5C
Imaginative*	Excitement, Intellect/Openness	SWOCC, Aaker, AB5C

Trait	Dimension	Model
Immature*	Conscientiousness (-)	AB5C
Immodest	Extraversion	AB5C
Impartial	Extraversion (-)	AB5C
Impatient	Emotional Stability (-)	AB5C
Imperceptive	Intellect/Openness (-)	AB5C
Impersonal*	Dominance, Agreeableness (-)	Wiggins, AB5C
Imperturbable	Emotional Stability	AB5C
Impolite	Agreeableness (-)	AB5C
Impractical*	Conscientiousness (-)	AB5C
Impulsive	Conscientiousness (-)	AB5C
Inarticulate	Intellect/Openness (-)	AB5C
Inconsiderate	Agreeableness (-)	AB5C
Inconsistent*	Lazyness, Conscientiousness (-)	Wiggins, AB5C
Indecisive	Conscientiousness (-)	AB5C
Indefatigable	Emotional Stability	AB5C
Independent	Excitement, Extraversion	Aaker, AB5C
Indirect	Extraversion (-)	AB5C
Indiscreet	Intellect/Openness (-)	AB5C
Individualistic	Intellect/Openness	AB5C
Industrious	Ambitiousness, Conscientiousness	Wiggins, AB5C
Inefficient*	Conscientiousness (-)	AB5C
Informal*	Emotional Stability	AB5C
Informative	Intellect/Openness	AB5C
Informed	Intellect/Openness	Caprara
Ingenious	Intellect/Openness	AB5C
Inhibited	Extraversion (-)	AB5C
Inner-Directed	Extraversion (-)	AB5C
Innovative*	Intellect/Openness	Caprara, AB5C
Inquisitive	Intellect/Openness	AB5C
Insecure*	Emotional Stability (-)	AB5C
Insensitive	Agreeableness (-)	AB5C
Insincere*	Agreeableness (-)	AB5C
Intellectual	Intellect/Openness	AB5C
Intelligent	Competence, Intellect/Openness	Aaker, AB5C
Intense	Intellect/Openness	AB5C
Introspective	Intellect/Openness	AB5C
Introverted	Extraversion (-)	AB5C
Inventive	Intellect/Openness	AB5C
Irritable	Emotional Stability (-)	AB5C
Jealous	Emotional Stability (-)	AB5C
Jolly	Excitement	SWOCC
Jovial	Extraversion, Agreeableness	Wiggins, AB5C

Trait	Dimension	Model
Joyless	Agreeableness (-)	AB5C
Kind	Warmness, Agreeableness	Wiggins, AB5C
Knowledgeable	Intellect/Openness	AB5C
Lax	Conscientiousness (-)	AB5C
Lazy	Lazyness, Conscientiousness (-)	Wiggins, AB5C
Leader	Competence	Aaker
Lenient	Agreeableness	AB5C
Lethargic	Extraversion (-)	AB5C
Level-Headed	Emotional Stability	Caprara
Light-Hearted	Emotional Stability	Caprara
Lively*	Excitement, Extraversion	SWOCC, Caprara
Logical	Conscientiousness	AB5C
Lonely	Extraversion (-)	AB5C
Loyal	Agreeableness	Caprara, AB5C
Lustful	Emotional Stability (-)	AB5C
Magnetic	Extraversion	AB5C
Manipulative*	Agreeableness (-)	AB5C
Mannerly	Conscientiousness	AB5C
Masculine*	Distinguishingness, Ruggedness, Emotional Stability	SWOCC, Aaker, AB5C
Mature*	Conscientiousness	AB5C
Meddlesome	Emotional Stability (-)	AB5C
Meditative	Intellect/Openness	AB5C
Meek	Extraversion (-)	AB5C
Melancholic	Extraversion (-)	AB5C
Merry	Agreeableness	AB5C
Meticulous	Conscientiousness	AB5C
Mischievous	Extraversion	AB5C
Miserly	Agreeableness (-)	AB5C
Modern*	Intellect/Openness	Caprara
Modest*	Extraversion (-)	AB5C
Moody	Emotional Stability (-)	AB5C
Moral	Agreeableness	AB5C
Naïve	Extraversion (-)	AB5C
Narrow-Minded*	Agreeableness (-)	AB5C
Neat	Conscientiousness	AB5C
Negativistic	Emotional Stability (-)	AB5C
Negligent	Conscientiousness (-)	AB5C
Nervous	Emotional Stability (-)	AB5C
Nice	Competence	SWOCC
Noncommittal	Conscientiousness (-)	AB5C
Non-Conformist	Distinguishingness	SWOCC
Nonpersistent	Extraversion (-)	AB5C

Trait	Dimension	Model
Nosey	Emotional Stability (-)	AB5C
Obliging	Agreeableness	AB5C
Opinionated	Extraversion	AB5C
Opportunistic	Extraversion	AB5C
Optimistic	Emotional Stability	AB5C
Orderly	Conscientiousness	AB5C
Organized	Conscientiousness	AB5C
Original*	Excitement, Sincerity, Intellect/Openness	SWOCC, Aaker, Caprara
Outdoorsy*	Ruggedness	Aaker
Outgoing	Extraversion	Wiggins
Outspoken	Extraversion	AB5C
Overforward	Arrogance	Wiggins
Particular*	Emotional Stability (-)	AB5C
Passionate*	Agreeableness	AB5C
Passionless	Agreeableness (-)	AB5C
Passive*	Extraversion (-)	AB5C
Patient	Emotional Stability	Caprara, AB5C
Peaceful	Agreeableness	AB5C
Perceptive	Intellect/Openness	AB5C
Perfectionistic	Conscientiousness	AB5C
Persistent	Ambitiousness, Extraversion	Wiggins, AB5C
Pessimistic	Extraversion (-)	AB5C
Philosophical	Intellect/Openness	AB5C
Placid	Extraversion (-)	AB5C
Pleasant	Gregariousness, Agreeableness	Wiggins, AB5C
Polite	Agreeableness	AB5C
Pompous*	Intellect/Openness (-)	AB5C
Possessive	Emotional Stability (-)	AB5C
Practical*	Conscientiousness	AB5C
Precise	Competence, Conscientiousness	SWOCC, Caprara, AB5C
Predictable*	Intellect/Openness (-)	AB5C
Prejudiced	Agreeableness (-)	AB5C
Pretenseless	Unassuming	Wiggins
Prideless	Extraversion (-)	AB5C
Principled	Conscientiousness	AB5C
Productive	Conscientiousness	Caprara
Progressive*	Conscientiousness	AB5C
Prompt	Conscientiousness	AB5C
Proud*	Extraversion	AB5C
Provincial	Intellect/Openness (-)	AB5C
Prudish	Extraversion (-)	AB5C
Punctual	Conscientiousness	AB5C

Trait	Dimension	Model
Purposeful	Conscientiousness	AB5C
Quarrelsome	Emotional Stability (-)	AB5C
Quiet	Extraversion (-)	AB5C
Rash	Conscientiousness (-)	AB5C
Real*	Sincerity	Aaker
Reasonable	Agreeableness	AB5C
Recent	Intellect/Openness	Caprara
Reckless	Conscientiousness (-)	AB5C
Refined	Conscientiousness	AB5C
Regular	Conscientiousness	Caprara
Relaxed	Emotional Stability	Caprara, AB5C
Reliable*	Competence, Conscientiousness	Aaker, Caprara, AB5C
Reserved*	Extraversion (-)	AB5C
Resolute	Competence, Extraversion	SWOCC, Caprara
Respectable	Competence	SWOCC
Respectful	Agreeableness	AB5C
Responsible	Conscientiousness	AB5C
Restrained	Extraversion (-)	AB5C
Rigid	Agreeableness (-)	AB5C
Romantic	Agreeableness	AB5C
Rough*	Agreeableness (-)	AB5C
Rude	Agreeableness (-)	AB5C
Rugged*	Ruggedness	SWOCC, Aaker
Ruthless	Coldness, Agreeableness (-)	Wiggins, AB5C
Scatterbrained	Conscientiousness (-)	AB5C
Scornful	Agreeableness (-)	AB5C
Scrupulous	Conscientiousness	Caprara
Seclusive	Extraversion (-)	AB5C
Secretive	Extraversion (-)	AB5C
Secure	Competence	SWOCC, Aaker
Sedate	Extraversion (-)	AB5C
Self-Assured	Dominant	Wiggins
Self-Critical	Emotional Stability (-)	AB5C
Self-Disciplined	Conscientiousness	AB5C
Self-Effacing	Submissiveness	Wiggins
Self-Examining	Intellect/Openness	AB5C
Self-Indulgent*	Emotional Stability (-)	AB5C
Selfish	Agreeableness (-)	AB5C
Self-Pitying	Emotional Stability (-)	AB5C
Self-Satisfied	Extraversion	AB5C
Sensitive	Agreeableness	AB5C
Sensual	Intellect/Openness	AB5C

Trait	Dimension	Model
Sentimental	Sincerity, Agreeableness	Aaker, AB5C
Serene	Emotional Stability	Caprara
Serious*	Extraversion (-)	AB5C
Servile	Intellect/Openness (-)	AB5C
Shallow*	Intellect/Openness (-)	AB5C
Shortsighted	Intellect/Openness (-)	AB5C
Shrewd	Agreeableness (-)	AB5C
Shy	Extraversion (-)	AB5C
Silent	Introversion, Extraversion (-)	Wiggins, AB5C
Silly	Annoyingness	SWOCC
Simple*	Intellect/Openness (-)	AB5C
Sincere	Sincerity, Agreeableness	Aaker, AB5C
Single-Minded	Distinguishingness	SWOCC
Skeptical	Extraversion (-)	AB5C
Sloppy	Conscientiousness (-)	AB5C
Sluggish	Extraversion (-)	AB5C
Sly	Agreeableness (-)	AB5C
Small-Town	Sincerity	Aaker
Smart	Intellect/Openness	AB5C
Smooth	Sophistication	Aaker
Smug	Agreeableness (-)	AB5C
Sociable	Extraversion	AB5C
Social	Extraversion	AB5C
Soft	Agreeableness	AB5C
Soft-Hearted	Gentleness, Agreeableness	SWOCC, AB5C
Somber	Extraversion (-)	AB5C
Sophisticated*	Conscientiousness	AB5C
Spirited*	Excitement, Extraversion	SWOCC, Aaker, AB5C
Spontaneous	Extraversion	AB5C
Stable*	Emotional Stability	Caprara
Steady	Ambitiousness, Conscientiousness	Wiggins, AB5C
Stern	Conscientiousness	AB5C
Strict	Conscientiousness	AB5C
Strong*	Extraversion	Caprara, AB5C
Submissive	Extraversion (-)	AB5C
Successful*	Competence	SWOCC, Aaker
Sure	Competence	SWOCC
Sympathetic	Competence, Warmness, Agreeableness	SWOCC, Wiggins, AB5C
Systematic	Conscientiousness	AB5C
Tactful	Agreeableness	AB5C
Tactless*	Agreeableness (-)	AB5C
Talkative	Extraversion	AB5C

Trait	Dimension	Model
Technical	Competence	Aaker
Temperamental*	Emotional Stability (-)	AB5C
Terse	Intellect/Openness (-)	AB5C
Theatrical	Intellect/Openness	AB5C
Thorough	Conscientiousness	AB5C
Thoughtful	Agreeableness	AB5C
Thoughtless	Agreeableness (-)	AB5C
Thrifty	Conscientiousness	AB5C
Timid	Submissiveness, Extraversion (-)	Wiggins, AB5C
Tolerant	Agreeableness (+)	AB5C
Touchy	Emotional Stability (-)	AB5C
Tough	Ruggedness	Aaker
Traditional*	Conscientiousness	AB5C
Tranquil	Emotional Stability, Extraversion (-)	Caprara, AB5C
Trendy*	Excitement	Aaker
Tricky	Calculatingness	Wiggins
Trustful	Agreeableness	AB5C
Unadventurous*	Extraversion (-)	AB5C
Unaffectionate	Agreeableness (-)	AB5C
Unaggressive	Submissiveness, Extraversion (-)	Wiggins, AB5C
Unambitious	Conscientiousness (-)	AB5C
Unassuming	Emotional Stability	AB5C
Uncharitable	Agreeableness (-)	AB5C
Uncheery	Aloofness	Wiggins
Uncommunicative	Extraversion (-)	AB5C
Uncompetitive	Extraversion (-)	AB5C
Unconceited	Unassumingness	Wiggins
Unconscientious	Conscientiousness (-)	AB5C
Unconventional*	Conscientiousness (-)	AB5C
Uncooperative	Agreeableness (-)	AB5C
Uncordial	Quarrelsomeness	Wiggins
Uncreative*	Intellect/Openness (-)	AB5C
Uncritical	Emotional Stability	AB5C
Uncunning	Ingenuousness	Wiggins
Undemanding	Unassumingness, Emotioanl Stability	Wiggins, AB5C
Undependable	Conscientiousness (-)	AB5C
Understanding	Agreeableness	AB5C
Undevious	Ingenuousness	Wiggins
Unemotional	Emotional Stability	AB5C
Unenergetic*	Extraversion (-)	AB5C
Unenvious	Emotional Stability	AB5C
Unexcitable	Emotional Stability	AB5C

Trait	Dimension	Model
Unforgiving	Agreeableness (-)	AB5C
Unfriendly*	Agreeableness (-)	AB5C
Unimaginative	Intellect/Openness (-)	AB5C
Uninhibited	Extraversion	AB5C
Uninquisitive	Intellect/Openness (-)	AB5C
Unintellectual	Intellect/Openness (-)	AB5C
Unintelligent	Intellect/Openness (-)	AB5C
Unique	Distinguishingness, Excitement	SWOCC, Aaker
Unkind	Annoyingness, Agreeableness (-)	SWOCC, AB5C
Unneighbourly	Aloofness	Wiggins
Unobservant	Intellect/Openness (-)	AB5C
Unpretentious	Emotional Stability	AB5C
Unproductive	Lazyness	Wiggins
Unprogressive	Conscientiousness (-)	AB5C
Unreflective	Intellect/Openness (-)	AB5C
Unreliable*	Conscientiousness (-)	AB5C
Unrestrained	Extraversion	AB5C
Unrevealing	Introversion	Wiggins
Unruly	Conscientiousness (-)	AB5C
Unscrupulous	Intellect/Openness (-)	AB5C
Unselfconscious	Emotional Stability	AB5C
Unsly	Ingenuousness	Wiggins
Unsociable	Extraversion (-)	AB5C
Unsophisticated*	Intellect/Openness (-)	AB5C
Unstable	Conscientiousness (-)	AB5C
Unsympathetic	Agreeableness (-)	AB5C
Unsystematic	Conscientiousness (-)	AB5C
Untalkative	Extraversion (-)	AB5C
Upper Class	Sophistication	Aaker
Up-To-Date	Excitement, Intellect/Openness	Aaker, Caprara
Vague*	Extraversion (-)	AB5C
Verbal	Extraversion	AB5C
Verbose	Extraversion	AB5C
Versatile*	Emotional Stability	AB5C
Vibrant*	Extraversion	AB5C
Vigorous	Extraversion	AB5C
Vindictive	Agreeableness (-)	AB5C
Volatile	Emotional Stability (-)	AB5C
Warm	Agreeableness	AB5C
Warmthless	Coldness	Wiggins
Wary	Extraversion (-)	AB5C
Wasteful*	Conscientiousness (-)	AB5C

Trait	Dimension	Model
Weak*	Extraversion (-)	AB5C
Weariless	Emotional Stability	AB5C
Well-Mannered	Agreeableness	Wiggins
Western	Ruggedness	Aaker
Wholesome*	Sincerity	Aaker
Wishy-Washy	Conscientiousness (-)	AB5C
Withdrawn	Extraversion (-)	AB5C
Witty*	Extraversion	AB5C
Wordy	Extraversion	AB5C
Worldly	Intellect/Openness	AB5C
Young*	Excitement	Aaker
Zestful	Extraversion	AB5C

Notes. After an item reduction, bold adjectives were selected to create brand personality constructs.
Big Five = Big Five human personality dimensions (Caprara et al., 2001)
AB5C = Abridged Big Five Dimensional Circumplex (Hofstee et al., 1992)
Wiggins = Wiggins' 16 interpersonal categories (Wiggins, 1979)
Aaker = Aaker's brand personality dimensions (Aaker, 1997)
SWOCC = SWOCC brand personality dimensions (Van den Berge, 2002)

SURVEY DESIGN

Participants

Sample 1. A sample of consumer panelists was recruited from the *Zoomerang* database, an online survey tool that has more than one million people in the United States on a nationwide consumer panel. A week after the online survey questionnaires were sent to selected panelists, a total of 331 responses was collected. From the initial sample, some responses were eliminated because of incomplete questionnaires (n = 80) and consistent high or low rating patterns (n = 13). The respondents of consumer panel comprise: (1) *by gender*, 128 males (53.6%) and 109 females (45.6%); (2) *by age*, $M = 45.71$ and $SD = 1.52$ (41 (17.2%) aged 25-34, 63 (26.4%) aged 35-44,

81 (33.9%) aged 45-54, and 49 (2.5%) aged older than 55); (3) *by race*, 208 Caucasians (87.0%), 11 African-Americans (4.6%), 5 Asians and 5 Latinos (2.1%).

    Sample 2. A sample of college students was recruited from a large southeastern university. 10 days after the online survey was launched, 400 responses were collected, but some (n = 46) were eliminated because of incomplete questionnaires and consistent high or low rating patterns. Table 9 also shows the demographic profiles of college students. The sample of 354 college students comprises: (1) *by gender*, 132 males (37.3%) and 222 females (62.7%), (2) *by age*, $M = 20.56$ and $SD = 2.09$ (the majority of students (348; 98.3%) were from 18 to 23 aged), (3) *by race*, 306 (86.4%) Caucasians, 21 (5.9%) African-Americans, 13 (3.7%) Asians, 6 (1.7%) Latinos, and 8 (2.3%) other ethnic people.

Table 9. Demographics of the Participants in Survey

		Sample 1: Non-student Adults		Sample 2: College Students		Total	
		Percent (%)	Freq. (*N*)	Percent (%)	Freq. (*N*)	Percent (%)	Freq. (*N*)
Gender	Male	53.8	128	37.3	132	43.9	260
	Female	45.8	109	62.7	222	55.9	331
	No Answer	.4	1			.2	1
	Total	10.0	238	100	354	10.0	592
Race	White	87.4	208	86.4	306	86.8	514
	Black	4.6	11	5.9	21	5.4	32
	Asian	2.1	5	3.7	13	3.0	18
	Hispanic	2.1	5	1.7	6	1.9	11
	Other	3.8	9	2.3	8	2.9	17
	Total	10.0	238	100	354	10.0	592
Age		$M = 45.71$	$SD = 1.52$	$M = 20.56$	$SD = 2.09$	$M = 30.57$	$SD =$

Survey Questionnaire

    The survey administered to each sample addressed the determinants of brand selection and antecedents of brand personality across four product categories, computers, soft drinks, jeans, and shampoo, and examined them in terms of consumers' social groups (college students and

non-student adults) and gender. Further, 106 brand personality traits, which were selected from survey 1, were rated on the basis of descriptiveness of respondents' most and least favorite brands. Consumer panelists (non-student adults) and college students were recruited via online survey tools. In the first part of the survey, participants were asked to rate the determinants of brand choice based on their most recent purchases. Eight statements regarding the determinants of brand selection (derived from Wood (2004)'s study) were rated by respondents based on a 7-point staple scale (from 1 = "strongly disagree" to 7 = "strongly agree"), and the statements were:

1) *Brand Loyalty*: I make my purchase according to my favorite brand, regardless of price.

2) *Price*: My choice of brand is largely based on price.

3) *Brand Personality*: My choice of brand says something about me as a person.

4) *Promotion*: My choice of brand is influenced by promotions.

5) *Time*: I stick with my usual brand as this saves me time.

6) *Quality*: Quality is my primary concern when buying a brand.

7) *Friends*: My choice of brand is based on what my friends buy.

8) *Reputation*: I choose a brand because it has a good reputation.

In the selection of products, four products were chosen by classification of product category (high involvement/thinking, how involvement/feeling, low involvement/thinking, and low involvement/feel) based on the FCB Grid that is a representative advertising planning model (Vaughn, 1980) (See Table 10).

Table 10. The Product Types in the Four Dimensions

Dimension	Characteristics	Product Type Used in Study
High Involvement / Thinking	"High level of involvement and rational decision criteria, suggesting a need for informative advertising"	Computer
High Involvement / Feeling	"High level of involvement and affective decision criteria, suggesting a need emotional advertising"	Jeans
Low Involvement / Thinking	"Low level of involvement, not much affect , and routinized behavior, suggesting a need for advertising which creates and reinforces habits"	Shampoo
Low Involvement / Feeling	"low level of involvement and personal taste, suggesting a need for advertising which emphasizes personal satisfaction"	Soft Drink

Source: Ratchford, Brian T. (1987), "New Insights about the FCB Grid," *Journal of Advertising Research*, 27 (4), p. 24.

In the survey, the respondents were asked to choose their most and least favorite brands of each product type (computer, soft drink, jeans, and shampoo). And then, they were asked to rate the appropriateness of 106 brand personality traits when they described their most and least favorite brands using a 7-point staple scale (form 1 = "not descriptive at all" to 7 = "very descriptive'). For example, if a person chose *Apple* as his or her favorite computer brand, the respondent rated the descriptiveness of each personality item (e.g., adventurous, bland, conservative, dependable, energetic, and friendly, etc.) of *Apple*. In the brand selection of four product types, eight computer brands were selected based on the popular brands on Amazon.com, an American electronic commerce website, and shampoo brands were selected from the list of popular shampoos on consumersearch.com, a product review website . Moreover, the brands of soft drink and jeans were chosen from Wikipedia.com, an online encyclopedia. In particular, the jeans consist of four casual brands and four designer brands from the list on the website. Table 11 shows the eight brands of each product type.

Table 11. Selected Brands across Four Product Types

Computers	Soft Drinks	Jeans	Shampoo
Apple	7up	Calvin Klein	Dove
Compaq	Coca-Cola	Diesel	L'Oreal
Dell	Pepsi	Guess	Pantene
Hewlett-Packard	Dr Pepper	Joe's Jeans	Suave
IBM	Fanta	Seven for All Mankind	Head & Shoulders
Samsung	Mountain Dew	True Religion	Neutrogena
Sony	Snapple	Wrangler	Garnier
Toshiba	Sunkist	Lee	TRESemmé
Other	Other	Other	Other

The purpose of the third section of the survey is to discover possible antecedents of brand personality that enable people to personalize their brands and think of certain brand personality traits. Although human and brand personality traits have similar conceptualizations (Epstein, 1977), they are different in terms of the determinants of their unique personality formations (Aaker, 1997). Consumers form their perceptions of brand personality traits both directly and indirectly (Plummer, 1985). In a direct way, consumers infuse personality into a brand through the brand's user imagery, the company's employees or CEO, and the brand's product endorsers (e.g., celebrity endorsers or spokesperson). In an indirect way, consumers perceive brand personality traits through product-related attributes (e.g., size, weight, color, style, material, ease of use, compatibility, warranty, etc.), product category associations, brand name, symbol/logo, packaging, price, tag line/slogan, overall feelings toward the ad, and distribution channel (e.g., selling direct agent, distributor, retailer, etc.). Based on the attributes and information sources that influence brand personality perceptions from Aaker's research (1997), the respondents were asked to choose specific attributes to create brand personality when they think of a certain product.

CHAPTER VI

RESULTS

The Self-expressive Role of Product and the Effect of Brand Personality (H1)

Prior to the observation of the determinants of brand selection, a test to find which product types serve the self-expressive function was conducted. The questions were derived from Kim et al's brand personality study (2001), and respondents rated the extent of their agreement or disagreement with two statements about the self-expressive function of products (computer, soft drink, jeans, and shampoo) based on a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree"). The statements to test self-expressive value of products were "my brand of product helps me express myself." and "my brand of product reflects my personality."

The correlations between self-expressive role of products and the relevance of brand personality as a determinant of brand selection were tested using a Pearson correlation analysis. The results revealed positive correlations between self-expressiveness and brand personality across the four product types and all of the results were statistically significant at .001 (computer: $r = .652$, $p = .000$; soft drink: $r = .645$, $p = .000$; jeans: $r = .680$, $p = .000$; shampoo: $r = .602$, $p = .000$).

As displayed in Table 12, jeans were the most self-expressive product ($M = 4.61$, $SD = 1.71$) followed by computers ($M = 4.13$, $SD = 1.69$), soft drinks ($M = 3.80$, $SD = 1.68$), and shampoos ($M = 3.60$, $SD = 1.79$). The results indicated the statistically significant differences between products that were ranked by the order of mean scores at $p < .05$ level (See Table 13).

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Table 12. Means and Standard Deviations of Self-Expressiveness across Four Product Types

	Computers		Soft Drinks		Jeans		Shampoo	
	M	SD	M	SD	M	SD	M	SD
Self-expressiveness	4.13	1.69	3.80	1.68	4.61	1.71	3.60	1.79

Table 13. Paired Sample t-test for Self-expressive Value of Products

		Paired Differences				
		M	SD	t	df	Sig. (2-tailed)
Pair 1	Jeans - Computer	.490	2.033	4.489	570	.000
Pair 2	Computers - Soft Drinks	.328	2.016	3.027	582	.003
Pair 3	Soft Drinks - Shampoo	.180	1.649	2.042	572	.042

In order to examine the extent to which brand personality affects brand selection, means and standard deviations were calculated across four product types. Further, a paired sample t-test was conducted to assess whether or not there was any statistically significant difference in brand personality across product types. The difference between computers and soft drinks in the brand personality was not statistically significant in the determinant of brand selection ($p = .249$). Jeans had the highest mean scores of brand personality ($M = 4.03$, $SD = 1.94$), followed by computers ($M = 3.51$, $SD = 1.82$), soft drinks ($M = 3.42$, $SD = 1.90$), and shampoos ($M = 3.21$, $SD = 1.83$) (See Table 14 and Table 15). As displayed in Figure 6, the results showed the positive relationships between self-expressiveness of products and brand personality across all of the product types by the order of jeans, computers, soft drinks, shampoo. Consequently, H1 was supported, and the results indicated that self-expressive role of product is associated with involvement rather than think/feel dimension.

Table 14. Means and Standard Deviations of Brand Personality across Four Product Types

	Computers		Soft Drinks		Jeans		Shampoo	
	M	SD	M	SD	M	SD	M	SD
Brand Personality	3.51	1.82	3.42	1.90	4.03	1.94	3.21	1.83

Table 15. Paired Sample t-test for Brand Personality

Pair	Products	Paired Differences		t	df	Sig. (2-tailed)
		Mean	S.D.			
Pair 1	Jeans - Computers	.501	2.085	5.742	570	.000
Pair 2	Computers - Soft Drinks	.098	2.046	1.154	582	.249
Pair 3	Soft Drinks - Shampoo	.229	1.978	2.767	572	.006

Figure 6. Self-expressiveness and Brand Personality of Products
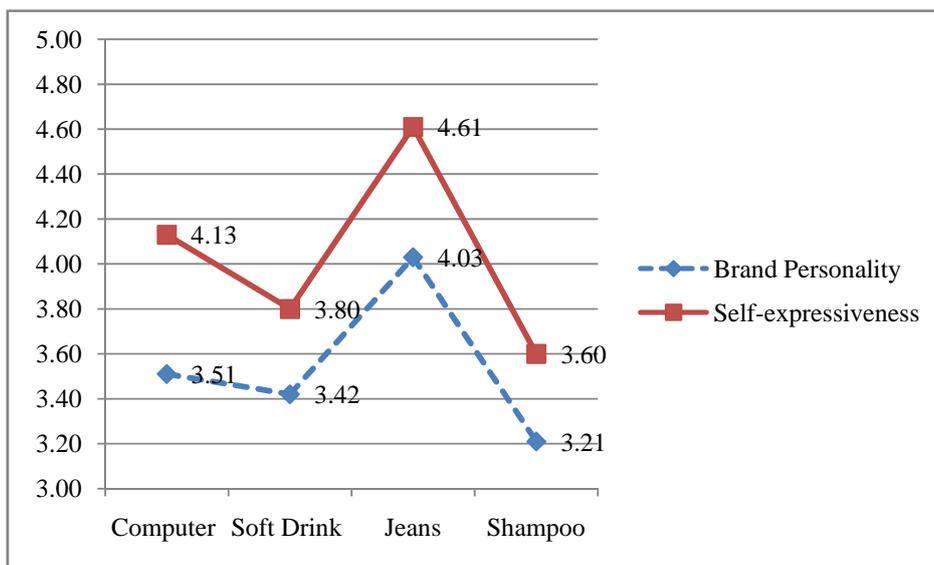
The Determinants of Brand Selection (RQ 1, 2, and 3)

In order to examine the determinants of brand selection, rank order, mean scores, and standard deviations were displayed in Table 16. Across the four products, *product quality* was the most strong determinant when consumers select a brand ($M = 5.12$, $SD = 1.06$), followed by *brand reputation* ($M = 4.45$, $SD = 1.18$), *brand loyalty* ($M = 4.34$, $SD = 1.25$), *time* ($M = 3.89$, $SD = 1.11$), *price* ($M = 3.77$, $SD = 1.22$), *brand personality* ($M = 3.52$, $SD = 1.41$), *promotion* ($M = 3.37$, $SD = 1.28$), and *friends* ($M = 2.43$, $SD = 1.17$) (See Table 16).

A paired samples t-test revealed that the difference between *time* and *price* was not statistically important at the significance level of .05. When looking at the determinants of brand

selection for each product type, *product quality* was the most influential variable in brand selection except for soft drinks, and the influences of *friends* were the least significant variable in brand selection across all four product types. Compared to computers, jeans, and shampoo, *brand loyalty* was a very strong determinant, and *price* was relatively a weak determinant in the selection of soft drinks brand. Further, *product quality*, *reputation*, and *promotion* were very strong determinants in the brand selection of computer compared to other product types, and *brand personality* was a more important consideration in the brand selection of jeans than other product types.

Table 16. The determinants of brand selection by product types

	Computer		Soft Drink		Jeans		Shampoo		Total	
	M	SD	M	SD	M	SD	M	SD	M	SD
Brand Loyalty	3.97 (5)	1.72	5.20 (1)	1.87	3.91 (5)	1.98	4.31 (3)	1.93	4.34 (3)	1.25
Price	4.24 (3)	1.72	2.61 (7)	1.68	4.38 (2)	1.86	3.91 (4)	1.93	3.77 (5)	1.22
Brand Personality	3.51 (7)	1.82	3.42 (5)	1.90	4.03 (4)	1.94	3.21 (7)	1.83	3.52 (6)	1.41
Promotion	3.77 (6)	1.67	2.98 (6)	1.72	3.38 (7)	1.80	3.36 (6)	1.82	3.37 (7)	1.28
Time	4.10 (4)	1.59	3.82 (3)	1.87	3.83 (6)	1.73	3.83 (5)	1.77	3.89 (4)	1.11
Product Quality	5.76 (1)	1.16	4.93 (2)	1.71	4.94 (1)	1.61	4.87 (1)	1.68	5.12 (1)	1.06
Friends	2.47 (8)	1.46	2.14 (8)	1.38	2.79 (8)	1.73	2.34 (8)	1.54	2.43 (8)	1.17
Brand Reputation	5.33 (2)	1.35	3.76 (4)	1.93	4.33 (3)	1.78	4.42 (2)	1.74	4.45 (2)	1.18

Note. Parentheses indicate the ranking of mean scores in each product type.
For computers, price-time, time- brand loyalty are not statistically significant at .05; For soft drinks, time-brand reputation is not statistically significant at .05.; For jeans, price-brand reputation, brand personality-loyalty, brand personality-time, and brand loyalty-time are not statistically significant at .05.; For shampoo, brand reputation-loyalty, price-time, and promotion-brand personality are not statistically significant at .05.

Figure 7. The determinants of brand selection by product types
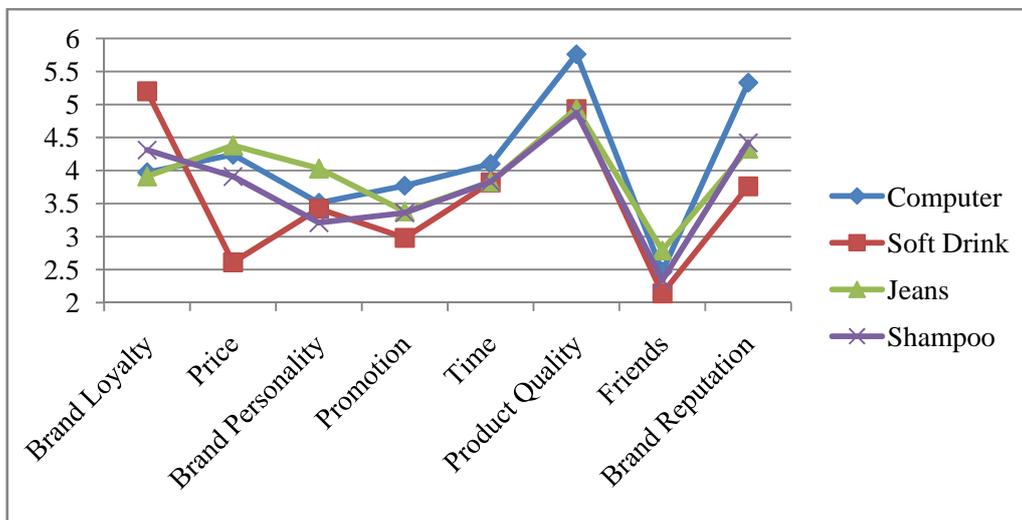
The Similarity/Difference of Reported Brand Selection Determinants across Gender and Social Group

To examine the extent to which the attributes in brand selection differ across social groups and gender, mean scores of attributes for each of the eight variables were compared. Accordingly, a separate 2 (social group: non-student adults vs. college students) x 2 (gender: male vs. female) between subjects analysis of variance (ANOVA) was conducted for the eight variables.

Brand Loyalty. As displayed in Table 17 and Table 18, the results of a 2 x 2 ANOVA on brand loyalty yielded an insignificant main effect for social group, $F (1, 587) = 3.26, p = .072$. However, a significant main effect for gender was found, $F (1, 587) = 32.85, p < .001$. As displayed in Figure 8, the results indicated that female subjects had higher scores on brand loyalty ($M = 4.63$) than their male counterparts ($M = 4.34$), regardless of social group (non-student adults vs. college students). The results suggested that females are more likely to purchase their brands, regardless of price, and that they purchase a product repeatedly from a same manufacturer. Further, the social group x gender interaction was insignificant, $F (1, 587) =$

3.54, $p = .06$. The gender differences for brand loyalty were more evident in the group of college

students than in the group of non-student adults (female $M = 4.75$ vs. male $M = 3.98$ in college

students; female $M = 438$ vs. male $M = 3.98$ in consumer panel).

Table 17. Means and Standard Deviations – *Brand Loyalty*

Group	Gender	*M*	*SD*	*N*
	Male	3.98	1.30	128
Non-student Adults	**Female**	**4.38**	1.28	109
	Total	4.16	1.31	237
	Male	3.98	1.17	132
College Students	**Female**	**4.75**	1.11	222
	Total	4.46	1.19	354
	Male	3.98	1.23	260
Total	**Female**	**4.63**	1.18	331
	Total	4.34	1.24	591

Table 18.Test of Between-Subjects Effects – *Brand Loyalty*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	72.03(a)	3	24.010	16.679	.000
Intercept	1005.162	1	1005.162	6981.531	.000
Social group	4.690	1	4.690	3.258	.072
Gender	47.293	1	47.293	32.853	.000
Social group x Gender	5.088	1	5.088	3.535	.061
Error	845.007	587	1.440		
Total	1207.240	591			
Corrected Total	917.037	590			

Note. (a). R Squared = .079 (Adjusted R Squared = .074)

Figure 8. The determinant of Brand Selection – *Brand Loyalty*
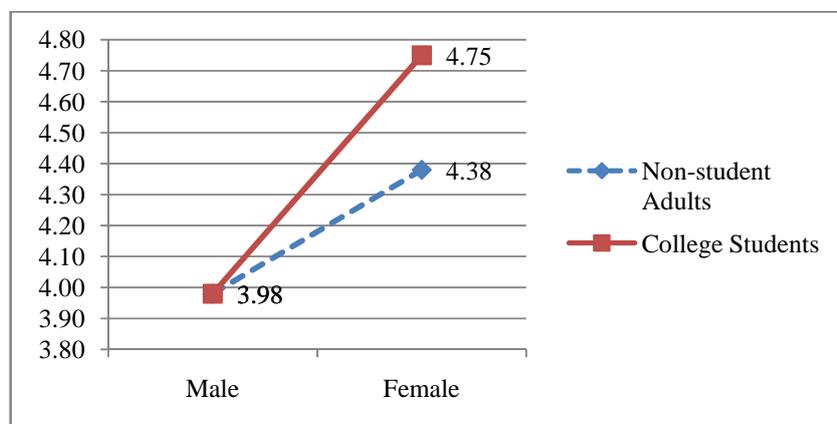
Price. The results of a 2 (social group) x 2 (gender) between subjects ANOVA on *Price* in brand selection yielded significant main effects for gender, F (1, 587) = 4.132, $p < .05$. However, an insignificant effect for social group was found, F (1, 587) = 1.229, $p = .268$ (see Table 20). The results indicated that regardless of consumer group, male subjects had higher scores on *Price* in brand selection ($M = 3.88$) than their female counterparts ($M = 3.68$), which suggests that males are more likely than females to attach great importance to price when choosing a brand (See Table 19). Further, the social group x gender interaction was insignificant, F (1, 587) = .197, $p = .657$. As displayed in Figure 9, the gender differences for *Price* were more evident in the group of college students than in the group of non-student adults (male $M = 3.96$ vs. female $M = 3.70$ in college students; male $M = 3.80$ vs. female $M = 3.63$ in non-student adults).

Table 19. Means and Standard Deviations – *Price*

Group	Gender	*M*	*SD*	*N*
	Male	**3.80**	1.32	128
Non-student Adults	Female	3.63	1.34	109
	Total	3.72	1.33	237
	Male	**3.96**	1.09	132
College Students	Female	3.70	1.16	222
	Total	3.80	1.14	354
	Male	**3.88**	1.20	260
Total	Female	3.68	1.22	331
	Total	3.77	1.22	591

Table 20. Test of Between-Subjects Effects – *Price*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.845(a)	3	2.615	1.773	.151
Intercept	7834.889	1	7834.889	5312.639	.000
Social group	1.813	1	1.813	1.229	.268
Gender	6.093	1	6.093	4.132	.043
Social group x	.291	1	.291	.197	.657
Error	865.687	587	1.475		
Total	926.995	591			
Corrected Total	873.532	590			

Note. (a). R Squared = .009 (Adjusted R Squared = .004)

Figure 9. The determinant of Brand Selection – *Price*
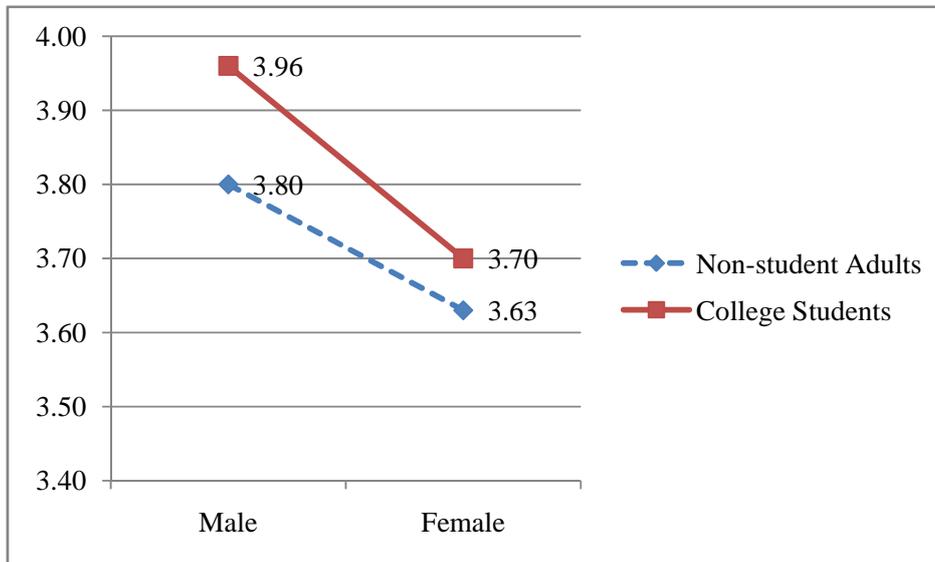
Brand Personality. The results for a 2 (social group) x 2 (gender) between-subjects ANOVA on brand personality yielded significant main effects for social group, F (1, 587) = 95.211, $p < .001$, and for gender, F (1, 587) = 22.492, $p < .001$ (see Table 22). Further, the social group x gender interaction was also significant, F (1, 587) = $p < .01$. As displayed in Table 21, individuals college students, regardless of gender identification, were more likely to be attracted to brand personality (M= 3.99) than the consumer panelists (non-students) (M = 2.83). In addition, regardless of social group, female participants (M = 3.85) were more likely to have higher mean scores on brand personality than male subjects (M = 3.11). As qualified by a significant social group x gender interaction effect, female students had higher mean scores on brand personality (M = 4.30) than female non-students (M = 2.92). Moreover, male students had higher mean scores on brand personality (M = 3.46) than male non-students (M = 2.75). In sum, for brand personality in brand selection, both social group and gender differences were observed (See Figure 10).

Table 21. Means and Standard Deviations – *Brand Personality*

Group	Gender	*M*	*SD*	N
	Male	2.75	1.42	128
Non-student Adults	**Female**	**2.92**	1.53	109
	Total	2.83	1.47	237
	Male	3.46	1.05	132
College Students	**Female**	**4.30**	1.12	222
	Total	3.99	1.16	354
	Male	3.11	1.29	260
Total	**Female**	**3.85**	1.42	331
	Total	3.52	1.41	591

Table 22. Test of Between-Subjects Effects – *Brand Personality*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	251.555(a)	3	83.852	53.007	.000
Intercept	6204.930	1	6204.930	3922.469	.000
Social group	15.613	1	15.613	95.211	.000
Gender	35.579	1	35.579	22.492	.000
Social group x Gender	15.291	1	15.291	9.667	.002
Error	928.572	587	1.582		
Total	8512.360	591			
Corrected Total	118.127	590			

Note. (a). R Squared = .213 (Adjusted R Squared = .209)

Figure 10. The Determinant of Brand Selection – *Brand Personality*
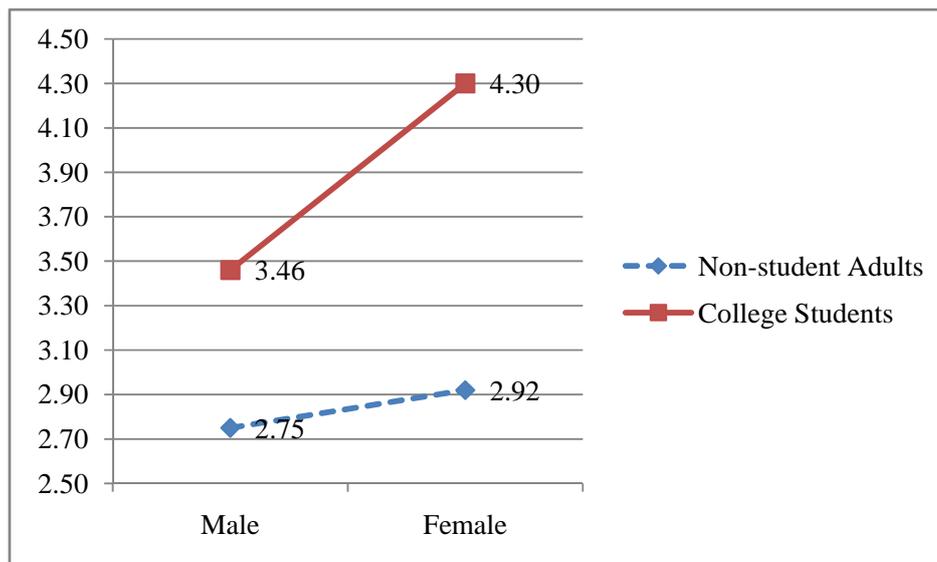
Promotion. The results of a two-way between-subjects ANOVA on promotion indicate significant main effects for social group (F (1, 587) = 62.561, $p < .001$) and for gender (F (1, 587) = 1.908, $p < .01$) (See Table 24). Furthermore, the social group and gender interactions were significant, F (1, 587) = 7.009, $p < .01$. As displayed in Table 23, regardless of gender identification, college students were more likely to prefer promotion ($M = 3.72$) than non-student adults ($M = 2.84$). In addition, females, regardless of social group, were more likely to have higher mean scores on promotion ($M = 3.60$) than male subjects ($M = 3.08$) (See Figure 11).

Table 23. Means and Standard Deviations – *Promotion*

Group	Gender	*M*	*SD*	N
	Male	2.81	1.34	128
Non-student Adults	Female	**2.88**	1.33	109
	Total	2.84	1.33	237
	Male	3.35	1.07	132
College Students	Female	**3.95**	1.07	222
	Total	3.72	1.11	354
	Male	3.08	1.24	260
Total	Female	**3.60**	1.27	331
	Total	3.37	1.28	591

Table 24. Test of Between-Subjects Effects – *Promotion*

Source	Type III Sum Of Squares	df	Mean Square	F	Sig.
Corrected Model	139.600(a)	3	46.533	33.140	.000
Intercept	5803.506	1	5803.506	4133.183	.000
Social group	87.843	1	87.843	62.561	.000
Gender	15.316	1	15.316	1.908	.001
Social group x Gender	9.842	1	9.842	7.009	.008
Error	824.221	587	1.404		
Total	7678.985	591			
Corrected Total	963.822	590			

Note. (a). R Squared = .145 (Adjusted R Squared = .140)

Figure 11. The Determinant of Brand Selection – *Promotion*
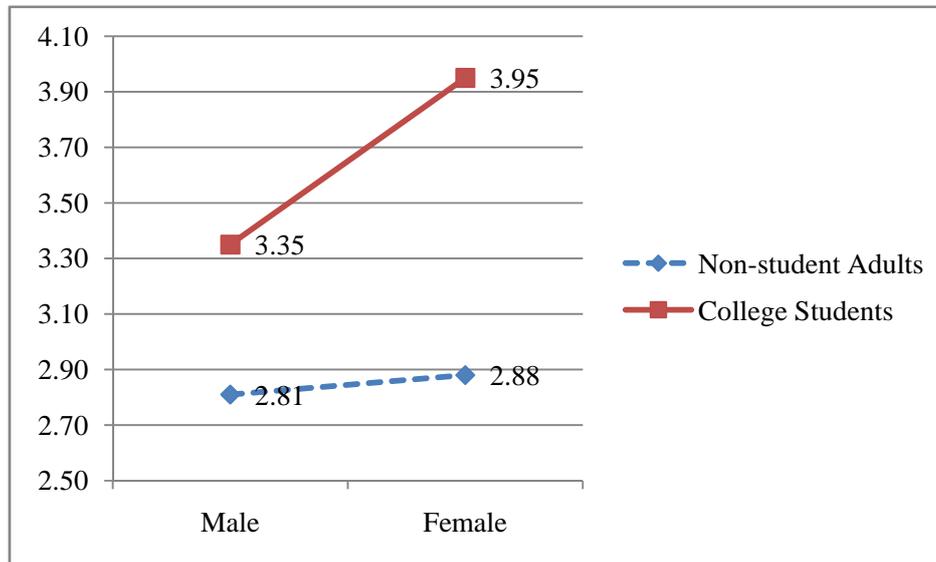
Time. As displayed in Table 26, the results of a 2 x 2 ANOVA on time in brand selection yielded an insignificant main effect for gender, F (1, 587) = .650, p = .420. However, a significant main effect for social group was found, F (1, 587) = 15.610, $p < .001$. As displayed in Figure 12, college students are more likely to try to save time when they buy a product (M = 4.03) than non-student adults (M = 3.68). Further, the social group x gender was insignificant, F (1, 587) = .400, p = .527. In sum, for time in brand selection, no gender difference was observed (male M = 3.91 vs. female M = 3.88) (See Table 25). However, mean scores of time differed across social group (college students M = 4.03 vs. non-student adults M = 3.68), and the results were statistically significant, $p < .001$.

Table 25. Means and Standard Deviations – *Time*

Group	Gender	*M*	*SD*	N
	Male	**3.69**	1.19	128
Non-student Adults	Female	3.67	1.26	109
	Total	3.68	1.22	237
	Male	**4.12**	1.02	132
College Students	Female	3.98	1.00	222
	Total	4.03	1.01	354
	Male	**3.91**	1.13	260
Total	Female	3.88	1.10	331
	Total	3.89	1.11	591

Table 26. Test of Between-Subjects Effects – *Time*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	19.182(a)	3	6.394	5.283	.001
Intercept	8224.110	1	8224.110	6795.744	.000
Social group	18.891	1	18.891	15.610	.000
Gender	.786	1	.786	.650	.420
Social group x Gender	.484	1	.484	.400	.527
Error	71.379	587	1.210		
Total	9681.737	591			
Corrected Total	729.561	590			

Note. (a). R Squared = .026 (Adjusted R Squared = .021)

Figure 12. The Determinant of Brand Selection – *Time*
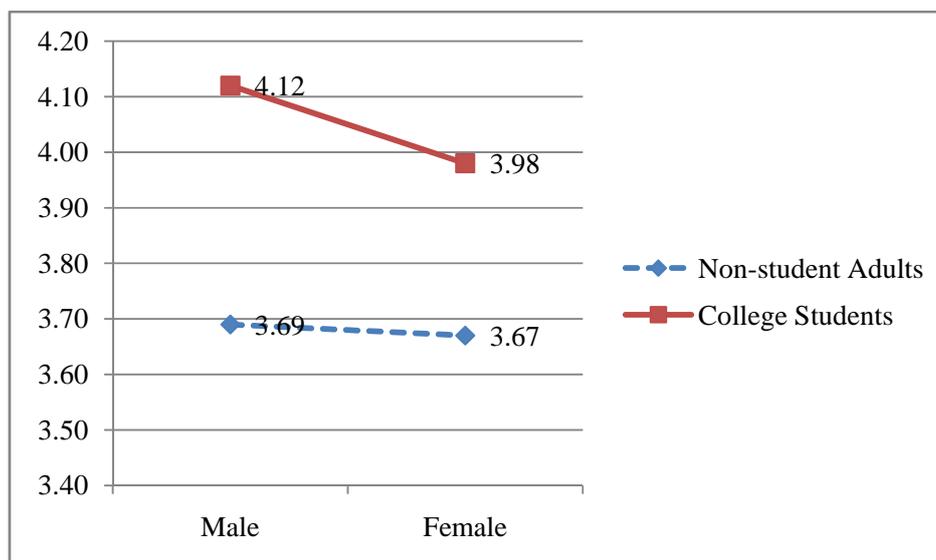
Product Quality. The results of a 2 x 2 ANOVA on product quality yielded significant main effects for gender, $F(1, 587) = 14.769$, $p < .001$ (See Table 28). However, the results indicate that there is no difference between college students and non-students ($F(1, 587) = 2.299$, $p = .130$). Further, a social group x gender interaction effect was not found for product quality ($F(1, 587) = .178$, $p = .673$). In sum, regardless of social group, female subjects are more likely to focus on product quality ($M = 5.29$) than male subjects ($M = 4.91$) (See Table 27 and Figure 13).

Table 27. Means and Standard Deviations – *Product Quality*

Group	Gender	*M*	*SD*	*N*
	Male	4.86	1.23	128
Non-student Adults	**Female**	**5.17**	1.26	109
	Total	5.00	1.25	237
	Male	4.96	.96	132
College Students	**Female**	**5.34**	.85	222
	Total	5.20	.91	354
	Male	4.91	1.10	260
Total	Female	**5.29**	1.00	331
	Total	5.12	1.06	591

Table 28. Test of Between-Subjects Effects – *Product Quality*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22.921(a)	3	7.640	6.974	.000
Intercept	14231.848	1	14231.848	12991.509	.000
Social group	2.519	1	2.519	2.299	.130
Gender	16.179	1	16.179	14.769	.000
Social group x Gender	.196	1	.196	.178	.673
Error	643.043	587	1.095		
Total	16172.194	591			
Corrected Total	665.964	590			

Note. (a). R Squared = .034 (Adjusted R Squared = .029)

Figure 13. The Determinant of Brand Selection – Product Quality
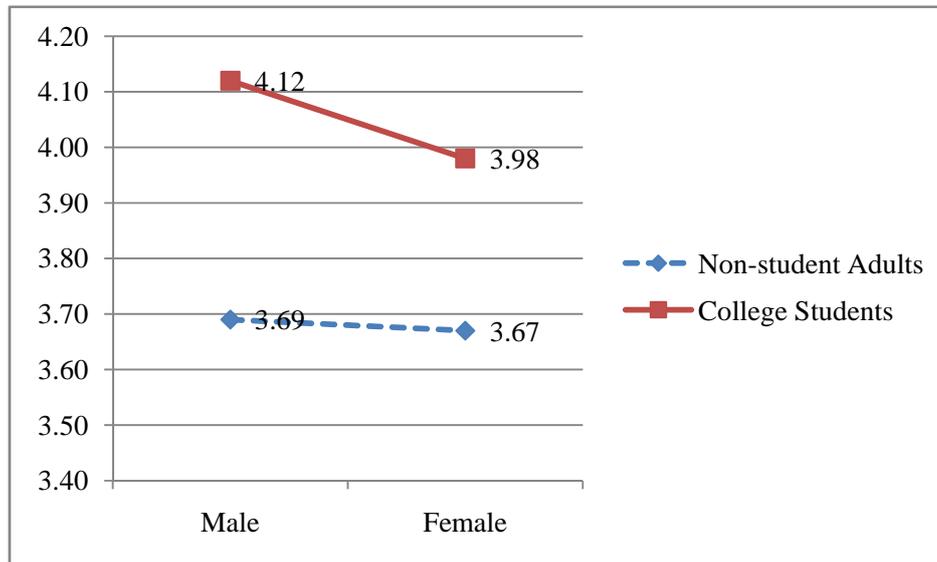
Friends. As displayed in Table 30, the results of a 2 x 2 ANOVA on friends in brand selection generated a significant main effect for social group, $F(1, 587) = 196.420$, $p < .001$, but an insignificant effect for gender, $F(1, 587) = 2.694$, $p = .101$. Further, the social group x gender interaction was significant, $F(1, 587) = 16.185$, $p < .001$. As displayed in Table 29, college students are more likely to be influenced by friends ($M = 2.92$) than non-student adults ($M = 1.70$). As displayed in Figure 14, female subjects had higher mean scores for friends ($M = 3.10$) than male subjects in the group of college students ($M = 2.63$), whereas male subjects showed higher mean scores for friends ($M = 1.79$) than female subjects in the group of non-students ($M = 1.59$).

Table 29. Means and Standard Deviations – *Friends*

Group	Gender	*M*	*SD*	*N*
	Male	**1.79**	1.02	128
Non-student Adults	Female	1.59	.73	109
	Total	1.70	.90	237
	Male	2.63	.97	132
College Students	**Female**	**3.10**	1.08	222
	Total	2.92	1.06	354
	Male	2.21	1.08	260
Total	**Female**	**2.60**	1.21	331
	Total	2.43	1.17	591

Table 30. Test of Between-Subjects Effects – *Friends*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	235.349(a)	3	78.450	8.938	.000
Intercept	2849.419	1	2849.419	2939.791	.000
Social group	19.381	1	19.381	196.420	.000
Gender	2.611	1	2.611	2.694	.101
Social group x Gender	15.687	1	15.687	16.185	.000
Error	568.955	587	.969		
Total	4297.065	591			
Corrected Total	804.304	590			

Note. (a). R Squared = .293 (Adjusted R Squared = .289)

Figure 14. The Determinant of Brand Selection – Friends
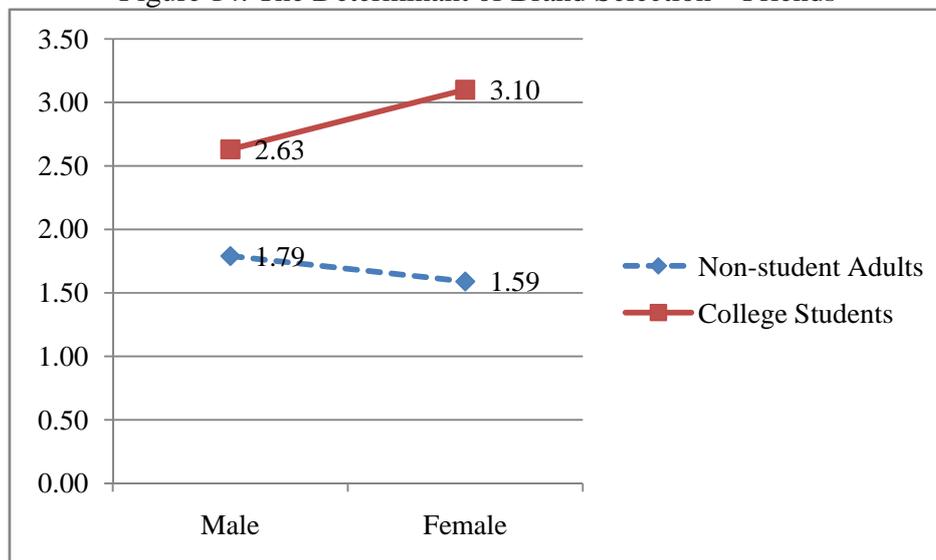
Brand Reputation. The results of a 2 x 2 between subjects ANOVA on *Brand Reputation* showed significant main effects for social group, $F(1, 587) = 38.888$, $p < .001$, and for gender, $F(1, 587) = 19.309$, $p < .001$ (See Table 32). Further, the culture x gender interaction was significant, $F(1, 587) = 7.000$, $p < .001$. As displayed in Table 31, college students, regardless of gender identification, were more likely to be concerned about *Reputation* in brand selection ($M = 4.72$) than non-student adults ($M = 4.04$). Further, female participants, regardless of social group, had higher mean scores on reputation in brand selection ($M = 4.69$) than male participants ($M = 4.14$). As qualified by a significant interaction effect between social group and gender, female students had higher mean scores on reputation ($M = 4.97$) than female non-students ($M = 4.13$), and male students also had higher mean scores on reputation ($M = 4.30$) than male non-students ($M = 3.97$) (See Figure 15). Thus, both social group and gender differences were observed on reputation.

Table 31. Means and Standard Deviations – *Brand Reputation*

Group	Gender	M	SD	N
	Male	3.97	1.31	128
Non-student Adults	**Female**	**4.13**	1.29	109
	Total	4.04	1.30	237
	Male	4.30	1.04	132
College Students	Female	**4.97**	.91	222
	Total	4.72	1.01	354
	Male	4.14	1.19	260
Total	**Female**	**4.69**	1.12	331
	Total	4.45	1.18	591

Table 32. Test of Between-Subjects Effects – *Brand Reputation*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	102.950(a)	3	34.317	28.006	.000
Intercept	10381.753	1	10381.753	8472.612	.000
Social group	47.038	1	47.038	38.388	.000
Gender	23.660	1	23.660	19.309	.000
Social group x Gender	8.578	1	8.578	7.000	.008
Error	719.269	587	1.225		
Total	12518.467	591			
Corrected Total	822.219	590			

Figure 15. The Determinant of Brand Selection – Brand Reputation
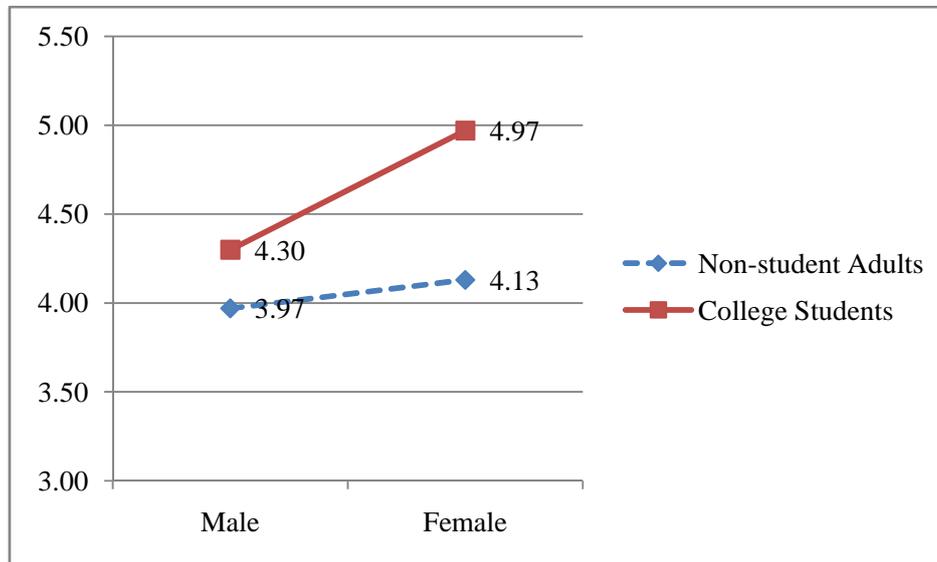
Summary of Results (Determinants of Brand Selection)

Taken together, the results of the two-way between-subjects ANOVAs suggest that both gender and social group play an important role in brand selection in terms of brand loyalty, price, brand personality, time, quality, friends, and reputation. For brand loyalty, price, and product quality, no differences in social group (college students vs. non-student adults) were observed, whereas the gender had a significant effect. As displayed in Figure 16, both college students and non-student adults had similar mean scores on loyalty, price, and product quality. However, females are more likely to have higher mean scores on brand loyalty and product quality, whereas males are more likely to have higher mean scores on price.

With respect to the effect of social group, the social group effects were observed for time and friends, whereas no gender difference was found. College students were more likely to have higher mean scores on time and friends than non-student adults. Furthermore, for brand personality, promotion, and reputation, both the differences of gender and social group were

observed. Females were more likely to have higher mean scores on brand personality, promotion, and reputation than male subjects. Further, college students were more likely to have higher mean scores on the three determinants than non-student adults. Moreover, significant interaction effects between social group and gender were found for brand personality, promotion, friends, and reputation,

Figure 16. The Determinants of Brand Selection by Gender and Social group
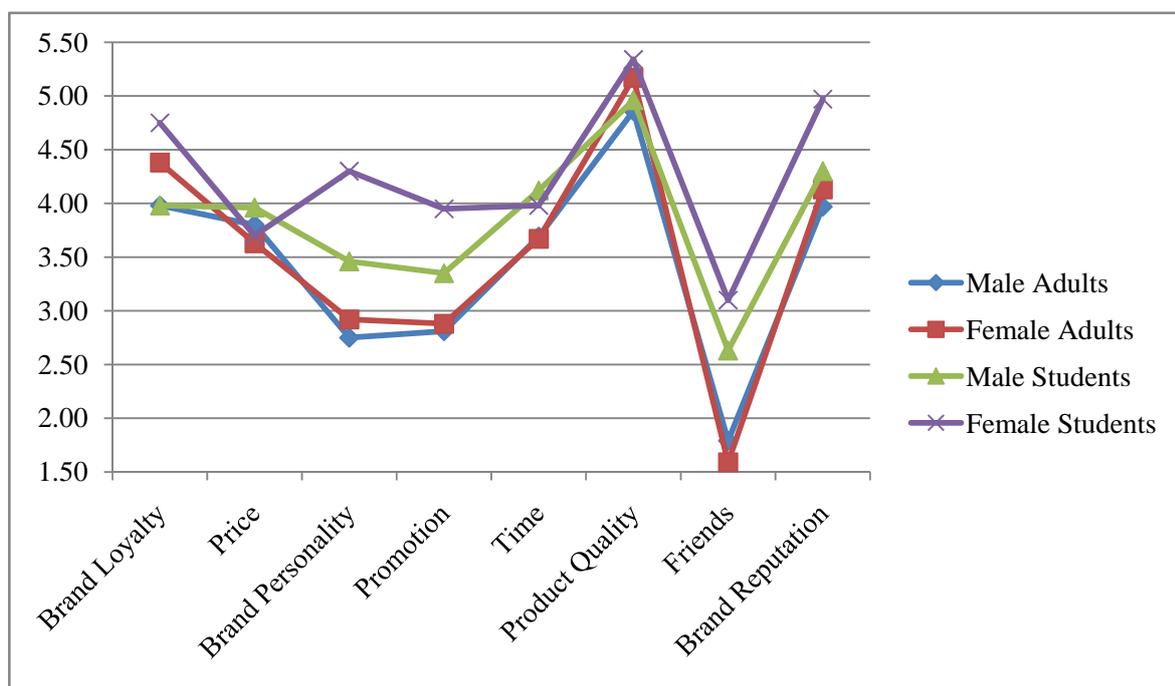
The Antecedents of Brand Personality (RQ 4, 5, and 6)

Overview

As displayed in Table 33 and Figure 17, the overall results indicated that consumers mainly tend to form brand personality through product-related attributes ($M = .718$, $SD = .329$), price ($M = .537$, $SD = .329$), brand name ($M = .527$, $SD = .354$), product category associations ($M = .511$, $SD = .364$), brand's user imagery ($M = .458$, $SD = .365$), and feelings toward ads ($M = .380$, $SD = .345$). Among these variables that affect the formation of brand personality, high-

involvement products (i.e., computer and jeans) were highly influenced by price, brand name, brand's user imagery than were low involvement products (i.e., soft drink and shampoo) (See Table 33). Interestingly, compared to jeans and shampoo, product-related attributes, product category associations, and feelings toward ads played more important roles in brand personality formation for computers and soft drinks.

Across the product types, a brand's product endorsers, ($M = .288$, $SD = .319$) symbol/logo ($M = .234$, $SD = .309$), tag line/slogan ($M = .207$, $SD = .280$), packaging ($M = .204$, $SD = .275$), distribution channel ($M = .136$, $SD = .233$), and company's employees/CEO ($M = .115$, $SD = .228$) did not have a significant effect on consumers' brand personality formation. In particular, a brand's product endorsers had relatively high mean scores on symbolic products (soft drinks and jeans) compared to functional products (computers and shampoo). Further, low-involvement products (soft drinks and shampoo) had higher mean scores on packaging than high-involvement products (computers and jeans) in consumers' formation of brand personality.

Table 33. Means and Standard Deviations of the Antecedents of Brand Personality by Product

	Computer		Soft Drink		Jeans		Shampoo		Total	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Brand's User	.561	.497	.326	.469	.596	.491	.350	.477	.458	.365
Employees/CEO	.191	.393	.106	.309	.096	.295	.066	.248	.115	.228
Brand's Endorsers	.265	.442	.326	.469	.324	.469	.236	.425	.288	.319
Product Attributes	.785	.411	.748	.434	.650	.477	.688	.464	.718	.329
Product Type	.569	.496	.539	.499	.471	.500	.466	.499	.511	.364
Brand Name	.573	.495	.519	.500	.549	.498	.466	.499	.527	.354
Symbol/Logo	.267	.443	.244	.430	.264	.441	.160	.367	.234	.309
Packaging	.186	.389	.289	.454	.088	.283	.252	.434	.204	.275
Price	.686	.465	.343	.475	.601	.490	.519	.500	.537	.329
Tag Line/Slogan	.221	.415	.304	.460	.139	.346	.166	.372	.207	.28
Feelings toward Ads	.493	.500	.414	.493	.318	.466	.294	.456	.380	.345
Distribution Channel	.204	.404	.100	.300	.149	.356	.091	.288	.136	.233

Figure 17. The Antecedents of Brand Personality by Products
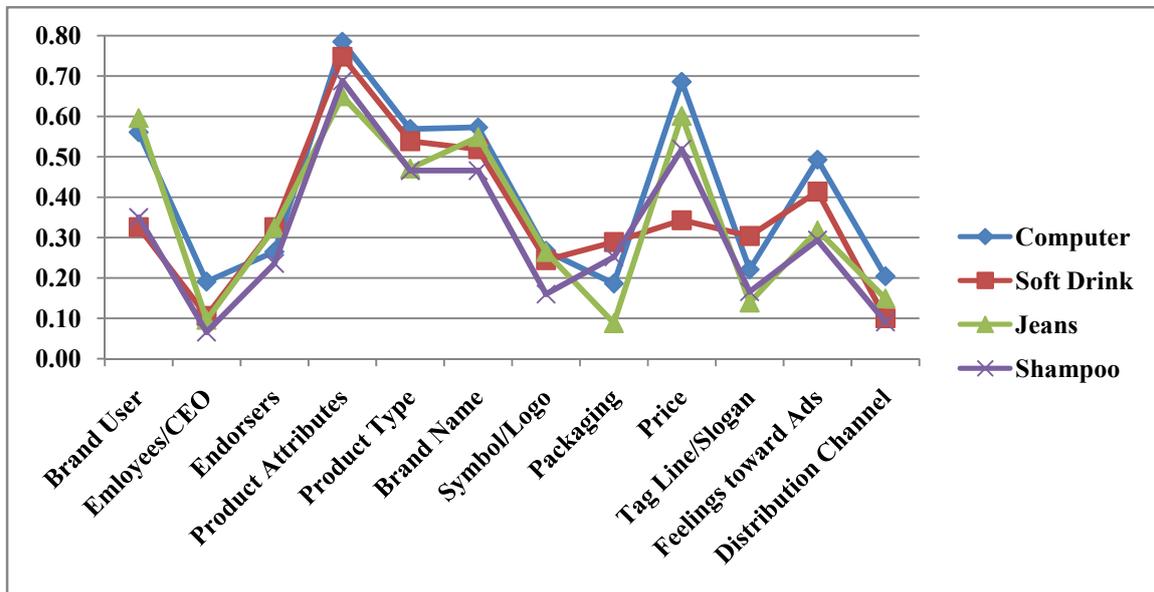
To examine the extent to which consumers personify a brand and emphasize its personality traits in terms of 12 items by gender (male vs. female) and social group (college students vs. non-student adults), mean scores of each antecedent of brand personality were compared. Thus, a separate 2 (gender) x 2 (social group) between subjects analysis of variance (ANOVA) was conducted for the 12 items.

Brand's User Imagery. The item of brand's user imagery was the fifth most influential antecedent ($M = .458$, $SD = .365$) out of 12 variables to affect the form and selection of brand personality (See Table 34). As displayed in Table 35, the results of a two-way between subjects ANOVA on brand's user imagery indicated a significant main effect for social group ($F (1, 587) = 69.513$, $p < .001$) but a non-significant main effect for gender ($F (1, 587) = .401$, $p = .064$) was found. Further, the social group x gender interaction effect was significant, $F (1, 587) = .531$, $p < .05$. In other words, college students are more likely to be influenced by other consumers in the formation of brand personality. Moreover, female college students are more likely to consider brand users a cause of brand personality than are female adults. Female students had

higher mean scores for brand user than their male counterparts, whereas males had higher mean

scores for brand user than females in the group of adults.

Table 34. Means and Standard Deviations – *Brand's User Imagery*

Group	Gender	M	SD	N
	Male	**.309**	.357	128
Non-student Adults	Female	.301	.342	109
	Total	.304	.349	237
	Male	.489	.338	132
College Students	**Female**	**.605**	.332	222
	Total	.561	.339	354
	Male	.400	.358	260
Total	**Female**	**.505**	.364	331
	Total	.459	.365	591

Table 35. Tests of Between-Subjects Effects – *Brand's User Imagery*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.466(a)	3	3.489	3.052	.000
Intercept	99.708	1	99.708	858.905	.000
Social group	8.070	1	8.070	69.513	.000
Gender	.401	1	.401	3.454	.064
Social group x Gender	.531	1	.531	4.574	.033
Error	68.144	587	.116		
Total	202.875	591			
Corrected Total	78.609	590			

Note. (a). R Squared = .133 (Adjusted R Squared = .129)

Company's Employees/CEO. The antecedent of company's employees/CEO showed

the least power of influence (*M* = .115, *SD* = .228) in the formation of brand personality (See

Table 36). As displayed in Table 37, there are non-significant main effects between gender (*F* (1,

587) = .924, *p* = .337) and between social groups (*F* (1, 587) = 2.532, *p* = .112). Further, the

social group x gender interaction was also insignificant (*F* (1, 587) = .090, *p* = .764).

Table 36. Means and Standard Deviations – *Company's Employees/CEO*

Group	Gender	M	SD	N
	Male	**.109**	.238	128
Non-student Adults	Female	.085	.213	109
	Total	.098	.227	237
	Male	**.135**	.230	132
College Students	Female	.122	.228	222
	Total	.126	.228	354
	Male	**.122**	.234	260
Total	Female	.110	.223	331
	Total	.115	.228	591

Table 37. Tests of Between-Subjects Effects – *Company's Employees/CEO*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.163(a)	3	.054	1.044	.373
Intercept	6.977	1	6.977	134.217	.000
Social group	.132	1	.132	2.532	.112
Gender	.048	1	.048	.924	.337
Social group x Gender	.005	1	.005	.090	.764
Error	3.513	587	.052		
Total	38.500	591			
Corrected Total	3.676	590			

Note. (a). R Squared = .005 (Adjusted R Squared = .000)

The Brand's Endorsers. The brand's endorsers are the seventh most influential cause (*M* = .288, *SD* = .319) in considering brand personality (See Table 38). There results showed the considerable differences (mean difference = .225) in mean scores between college students and non-student adults, and the main effect for social group was statistically significant (*F* (1, 587) = 71.485, *p* < .001). Further, the main effect for gender was statistically significant (*F* (1, 587) = .4.441, *p* < .05). However, as displayed in Table 39, the effect of gender and social group interaction was non-significant (*F* (1, 587) = .017, *p* = .896).

Table 38. Means and Standard Deviations – *Brand's Product Endorsers*

Group	Gender	*M*	*SD*	*N*
	Male	.131	.249	128
Non-student Adults	**Female**	**.181**	.272	109
	Total	.154	.260	237
	Male	.343	.328	132
College Students	**Female**	**.400**	.319	222
	Total	.379	.323	354
	Male	.239	.310	260
Total	**Female**	**.328**	.321	331
	Total	.289	.319	591

Table 39. Tests of Between-Subjects Effects – *Brand's Product Endorsers*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.574(a)	3	2.525	28.302	.000
Intercept	38.265	1	38.265	428.958	.000
Social group	6.377	1	6.377	71.485	.000
Gender	.396	1	.396	4.441	.036
Social group x Gender	.002	1	.002	.017	.896
Error	52.363	587	.089		
Total	109.125	591			
Corrected Total	59.937	590			

Note. (a). R Squared = .126 (Adjusted R Squared = .122)

Product-related Attributes. Product-related attributes were the most influential item ($M = .718$, $SD = .329$) in brand personality formation and selection. Product-related attributes include size, weight, color, style, material, ease of use, compatibility, and warranty. The results of a 2 x 2 between-subjects ANOVA yielded main effects for social group, $F (1, 587) = 74.220$, $p < .001$, and for gender, $F (1, 587) = 15.746$, $p < .001$. As displayed in Table 40, females were more likely to have higher mean scores ($M = .777$) on product-related attributes than males ($M = .642$). In addition, regardless of gender, students ($M = .814$) were more likely to have higher scores on product-related attributes than adults ($M = .575$). However, the social group x gender interaction displayed a non-significant main effect ($F (1, 587) = .990$, $p = .320$) (See Table 41).

Table 40. Means and Standard Deviations – *Product-related Attributes*

Group	Gender	Mean	Std. Deviation	N
	Male	.516	.352	128
Non-student Adults	**Female**	**.645**	.378	109
	Total	.575	.369	237
	Male	.765	.281	132
College Students	**Female**	**.842**	.242	222
	Total	.814	.260	354
	Male	.642	.341	260
Total	**Female**	**.777**	.308	331
	Total	.718	.329	591

Table 41. Tests of Between-Subjects Effects – *Product-related Attributes*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	9.557(a)	3	3.186	34.339	.000
Intercept	263.518	1	263.518	284.490	.000
Social group	6.886	1	6.886	74.220	.000
Gender	1.461	1	1.461	15.746	.000
Social group x Gender	.092	1	.092	.990	.320
Error	54.457	587	.093		
Total	368.563	591			
Corrected Total	64.014	590			

Note. (a). R Squared = .149 (Adjusted R Squared = .145)

Product Category Associations. Product category association was ranked as the fourth most influential item ($M = .511$, $SD = .364$) for brand personality formation and selection. The results of between-subjects ANOVA on product type displayed main effects for social group (F $(1, 587) = 3.007$, $p < .001$) and for gender ($F (1, 587) = 11.959$, $p < .01$). As displayed in Table 42, students, regardless of gender, are more likely to form and select brand personality by product type ($M = .585$) than adults ($M = .404$). In addition, regardless of social group, females are more likely to consider product type as a cause in the formation and selection of brand personality ($M = .570$) than males ($M = .439$). However, the social group x gender interaction effect was not revealed ($F (1, 587) = .004$, $p = .951$) (See Table 43).

Table 42. Means and Standard Deviations – *Product Category Associations*

Group	Gender	M	SD	N
	Male	.357	.355	128
Non-student Adults	**Female**	**.459**	.332	109
	Total	.404	.348	237
	Male	.519	.348	132
College Students	**Female**	**.624**	.357	222
	Total	.585	.356	354
	Male	.439	.360	260
Total	**Female**	**.570**	.357	331
	Total	.512	.364	591

Table 43. Tests of Between-Subjects Effects – *Product Category Associations*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.153(a)	3	2.051	16.762	.000
Intercept	132.022	1	132.022	1079.030	.000
Social group	3.671	1	3.671	3.007	.000
Gender	1.463	1	1.463	11.959	.001
Social group x Gender	.000	1	.000	.004	.951
Error	71.821	587	.122		
Total	233.063	591			
Corrected Total	77.974	590			

Note. (a). R Squared = .079 (Adjusted R Squared = .074)

Brand Name. As displayed in Table 44, brand name was the third powerful determinant ($M = .527$, $SD = .354$) in brand personality formation and selection. The results of a two-way between-subjects ANOVA on brand name indicated a significant main effect for social group (F $(1, 587) = 65.017$, $p < .001$) (See Table 45). However, the results showed an insignificant main effect for gender ($F (1, 587) = 3.358$, $p = .067$). Further, the social group x gender interaction effect was significant, $F (1, 587) = 3.901$, $p < .05$. Thus, brand names are more likely to have an effect for female students ($M = .664$) than female non-student adults ($M = .381$) and male students ($M = .557$) than male adults ($M = .385$).

Table 44. Means and Standard Deviations – *Brand Name*

Group	Gender	M	SD	N
	Male	**.385**	.342	128
Non-student Adults	Female	.381	.345	109
	Total	.383	.343	237
	Male	.557	.323	132
College Students	**Female**	**.664**	.323	222
	Total	.624	.327	354
	Male	.472	.343	260
Total	**Female**	**.571**	.356	331
	Total	.528	.354	591

Table 45. Tests of Between-Subjects Effects – *Brand Name*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	9.231(a)	3	3.077	27.998	.000
Intercept	135.793	1	135.793	1235.628	.000
Social group	7.145	1	7.145	65.017	.000
Gender	.369	1	.369	3.358	.067
Social group x Gender	.429	1	.429	3.901	.049
Error	64.510	587	.110		
Total	238.188	591			
Corrected Total	73.741	590			

Note. (a). R Squared = .125 (Adjusted R Squared = .121)

Symbol or Logo. As displayed in Table 47, the results of a 2 x 2 ANOVA on symbol or logo indicated a significant main effect for social group (F (1, 587) = 87.598, $p < .001$) but an insignificant main effect for gender (F (1, 587) = .031, $p = .860$). In other words, students, regardless of gender, are more likely to be influenced by symbol or logo in the formation and selection of brand personality ($M = .327$) than non-student adults ($M = .095$) (See Table 46). Further, the social group x gender effect was not found (F (1, 587) = .584, $p = .445$).

Table 46. Means and Standard Deviations – *Symbol or Logo*

Group	Gender	M	SD	N
	Male	**.102**	.216	128
Non-student Adults	Female	.087	.199	109
	Total	.095	.208	237
	Male	.313	.327	132
College Students	**Female**	**.336**	.332	222
	Total	.327	.330	354
	Male	.209	.297	260
Total	**Female**	**.254**	.317	331
	Total	.234	.309	591

Table 47. Tests of Between-Subjects Effects – *Symbol or Logo*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.700(a)	3	2.567	3.970	.000
Intercept	24.091	1	24.091	29.686	.000
Social group	7.260	1	7.260	87.598	.000
Gender	.003	1	.003	.031	.860
Social group x Gender	.048	1	.048	.584	.445
Error	48.647	587	.083		
Total	88.688	591			
Corrected Total	56.347	590			

Note. (a). R Squared = .137 (Adjusted R Squared = .132)

Packaging. As displayed in Table 49, the results of a 2 x 2 ANOVA on packaging yielded significant main effects for social group (F (1, 587) = 43.514, p < .001) as well as gender (F (1, 587) = 17.886, p < .001). That is, packaging had a stronger effect on the formation and selection of brand personality for females (M = .258) than males (M = .135) and for students (M = .270) than adults (M = .101) (See Table 48). However, the social group x gender interaction effect was not found (F (1, 587) = 2.968, p = .085).

Table 48. Means and Standard Deviations – *Packaging*

Group	Gender	M	SD	N
	Male	.080	.206	128
Non-student Adults	**Female**	**.135**	.237	109
	Total	.106	.222	237
	Male	.188	.255	132
College Students	**Female**	**.319**	.295	222
	Total	.270	.288	354
	Male	.135	.238	260
Total	**Female**	**.258**	.290	331
	Total	.204	.275	591

Table 49. Tests of Between-Subjects Effects – *Packaging*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.436(a)	3	1.812	27.103	.000
Intercept	17.914	1	17.914	267.940	.000
Social group	2.909	1	2.909	43.514	.000
Gender	1.196	1	1.196	17.886	.000
Social group x Gender	.198	1	.198	2.968	.085
Error	39.245	587	.067		
Total	69.250	591			
Corrected Total	44.681	590			

Note. (a). R Squared = .122 (Adjusted R Squared = .117)

Price. The results of a 2 x2 between-subjects ANOVA on price yielded an insignificant main

effect for gender (F (1, 587) = .113, p = .737) but a significant main effect for social group (F (1, 587) =

13.073, p < .001) (See Table 51). As seen in Table 50, students, regardless of gender, are more likely to

relate price to brand personality (M = .576) than are adults (M = .478) (p < .001). Furthermore, the social

group x gender interaction effect was not found (F (1, 587) = .191, p = .662).

Table 50. Means and Standard Deviations - *Price*

Group	Gender	M	SD	N
	Male	.477	.349	128
Non-student Adults	**Female**	**.479**	.337	109
	Total	.478	.343	237
	Male	**.589**	.312	132
College Students	Female	.568	.314	222
	Total	.576	.313	354
	Male	.534	.335	260
Total	**Female**	**.539**	.324	331
	Total	.536	.328	591

Table 51. Tests of Between-Subjects Effects – *Price*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.394(a)	3	.465	4.385	.005
Intercept	153.530	1	153.530	1448.937	.000
Social group	1.385	1	1.385	13.073	.000
Gender	.012	1	.012	.113	.737
Social group x Gender	.020	1	.020	.191	.662
Error	62.199	587	.106		
Total	233.625	591			
Corrected Total	63.593	590			

Note. (a). R Squared = .022 (Adjusted R Squared = .017)

Tag Line/Slogan. The results of a two-way between-subjects ANOVA on tag line/slogan revealed a significant main effect for social group (F (1, 587) = 41.327, $p < .001$) (See Table 53). This result means that students are more likely to have a higher mean score on tag line/slogan in the formation and selection of brand personality (M = .267) than non-student adults (M = .119) (See Table 52). However, the main effect for gender (F (1, 587) = .017, p = .895) and the interaction effect of the social group x gender (F (1, 587) = .625, p = .429) were not found.

Table 52. Means and Standard Deviations – *Tag Line/Slogan*

Group	Gender	Mean	Std. Deviation	N
	Male	.109	.230	128
Non-student Adults	**Female**	**.131**	.251	109
	Total	.119	.240	237
	Male	**.277**	.285	132
College Students	Female	.261	.294	222
	Total	.267	.290	354
	Male	.194	.272	260
Total	**Female**	**.218**	.287	331
	Total	.208	.281	591

Table 53. Tests of Between-Subjects Effects – *Tag Line/Slogan*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.145(a)	3	1.048	14.213	.000
Intercept	2.818	1	2.818	282.232	.000
Social group	3.048	1	3.048	41.327	.000
Gender	.001	1	.001	.017	.895
Social group x Gender	.046	1	.046	.625	.429
Error	43.297	587	.074		
Total	71.938	591			
Corrected Total	46.442	590			

Note. (a). R Squared = .068 (Adjusted R Squared = .063)

Overall Feelings toward Advertisements. As displayed in Table 55, the results of a two-way between-subjects ANOVA on overall feelings toward advertisements indicate significant main effects for social group (F (1, 587) = 75.340, p < .001) and gender (F (1, 587) = 15.242, p < .001). Regardless of gender, students are more likely to have a higher mean score on overall feelings toward ads for the cause of brand personality formation and selection (M = .482) than non-student adults (M = .229) (See Table 54). In addition, regardless of social group, females are more likely to have a higher mean score on overall feelings toward ads (M = .443) than males (M = .300). However, there was no significant social group x gender effect (F (1, 587) = .039, p = .844).

Table 54. Means and Standard Deviations - *Overall Feelings toward Advertisements*

Group	Gender	M	SD	N
	Male	.178	.266	128
Non-student Adults	**Female**	**.289**	.334	109
	Total	.229	.304	237
	Male	.419	.325	132
College Students	**Female**	**.519**	.334	222
	Total	.482	.333	354
	Male	.300	.320	260
Total	**Female**	**.443**	.350	331
	Total	.380	.345	591

Table 55. Tests of Between-Subjects Effects - *Overall Feelings toward Advertisements*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.634(a)	3	3.545	34.994	.000
Intercept	67.858	1	67.858	669.915	.000
Social group	7.631	1	7.631	75.340	.000
Gender	1.544	1	1.544	15.242	.000
Social group x Gender	.004	1	.004	.039	.844
Error	59.459	587	.101		
Total	155.563	591			
Corrected Total	7.093	590			

Note. (a). R Squared = .152 (Adjusted R Squared = .147)

Distribution Channel. As seen Table 57, the results of a two-way between subjects ANOVA on distribution channel indicated a significant main effect for social group (F (1, 587) = 16.595, $p < .001$). Students are more likely to relate distribution channel with brand personality (*M* = .167) than adults (*M* = .090) (See Table 56). However, the main effect for gender (F (1, 587) = .235, $p = .628$) and the interaction effect for the social group x gender were not statistically significant, F (1, 587) = .804, $p = .370$.

Table 56. Means and Standard Deviations – *Distribution Channel*

Group	Gender	M	SD	N
	Male	.086	.189	128
Non-student Adults	**Female**	**.094**	.169	109
	Total	.090	.180	237
	Male	**.184**	.276	132
College Students	Female	.157	.248	222
	Total	.167	.259	354
	Male	.136	.242	260
Total	**Female**	**.136**	.227	331
	Total	.136	.233	591

Table 57. Tests of Between-Subjects Effects – *Distribution Channel*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.907(a)	3	.302	5.676	.001
Intercept	9.310	1	9.310	174.838	.000
Social group	.884	1	.884	16.595	.000
Gender	.013	1	.013	.235	.628
Social group x Gender	.043	1	.043	.804	.370
Error	31.259	587	.053		
Total	43.063	591			
Corrected Total	32.166	590			

Note. (a). R Squared = .028 (Adjusted R Squared = .023)

Summary of Results (Antecedents of Brand Personality)

The betweens-subjects main effects for gender were significant for five variables: brand's product endorsers, product-related attributes, product category associations, packaging, and overall feelings toward ads. Female subjects are more likely to be influenced by a variety of informational and emotional sources than their male counterparts.

The between-subjects main effects for social group were significant for 11 variables except for company's employees/CEO. For the 11 antecedents of brand personality, college students were more likely to be affected by numerous functional and symbolic attributes of a product or a brand in addition to advertising-related sources in brand personality formation. However, the gender x social group interaction effects were significant only for brand's user imagery and brand name. As displayed in Figure 18, the functional and symbolic sources serve as the antecedent of brand personality greater for females than males and for college students than mature adults.

Figure 18. The Antecedents of Brand Personality by Social group and Gender
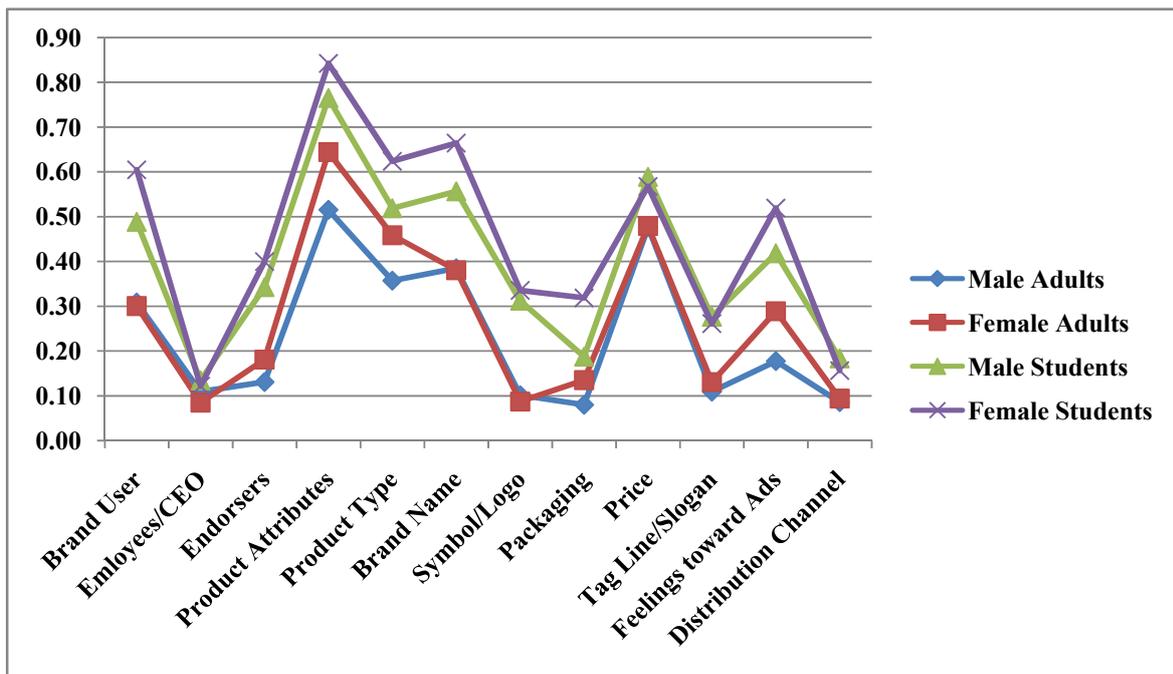
The Development of Brand Personality Dimensions

The primary purpose of this study is to develop brand personality dimensions and to find their positive and negative aspects. In order to achieve this purpose, this study used exploratory factor analysis for building brand personality dimensions and discerned positive and negative

dimensions by the mean differences of the personality descriptiveness between consumers' most and least favorite brands.

     Descriptive Statistics. Means, standard deviations, skewness, and kurtosis for brand personality items are depicted in Table 58. These personality items were arranged in terms of mean scores as the results of the participants' responses when asked to rate the descriptiveness of their favorite brands across four product types. Across these product types, the most favorable brand personality items were reliable ($M = 5.45$), followed by dependable ($M = 5.32$), successful ($M = 5.24$), consistent ($M = 5.18$), confident ($M = 5.10$), real ($M = 5.07$), modern ($M = 4.95$), authentic ($M = 4.94$), and genuine ($M = 4.93$). Skewness and kurtosis were examined for data screening to check the overall distribution of variables. According to Fabrigar et al. (1999), variables are considered a normal distribution if skewness is less than |2.0| and kurtosis is less than |7.0|. As displayed in Table 58, the skewness and kurtosis values of all 106 items are less than |2.0|. Therefore, there are no items that are abnormally distributed.

Table 58. Descriptive Statistics of Brand Personality Items

	Item	M	SD	Skewness		Kurtosis	
				Statistic	Std. error	Statistic	Std. error
1	Reliable	5.446	1.326	-1.133	.104	1.481	.208
2	Dependable	5.323	1.408	-.943	.104	.730	.207
3	Successful	5.238	1.437	-.927	.104	.719	.207
4	Consistent	5.179	1.400	-.812	.104	.521	.208
5	Confident	5.097	1.447	-.845	.104	.536	.208
6	Real	5.065	1.430	-.939	.104	.802	.208
7	Modern	4.947	1.473	-.693	.104	.342	.208
8	Authentic	4.939	1.482	-.716	.103	.209	.206
9	Genuine	4.926	1.462	-.692	.104	.313	.207
10	Friendly	4.904	1.470	-.753	.104	.260	.207
11	Stable	4.900	1.462	-.731	.104	.360	.208
12	Practical	4.874	1.444	-.794	.104	.490	.208
13	Happy	4.846	1.480	-.710	.104	.273	.208
14	Original	4.736	1.531	-.612	.104	-.029	.207
15	Strong	4.725	1.492	-.697	.104	.178	.208
16	Honest	4.716	1.466	-.628	.104	.144	.207

	Item	M	SD	Skewness Statistic	Kurtosis Std. error		Item
17	Energetic	4.706	1.468	-.635	.105	.110	.209
18	Versatile	4.702	1.465	-.699	.104	.183	.208
19	Proud	4.667	1.558	-.620	.104	-.165	.207
20	Easy-going	4.659	1.475	-.728	.104	.140	.208
21	Cool	4.647	1.551	-.480	.104	-.216	.207
22	Exciting	4.621	1.527	-.497	.104	-.229	.207
23	Cheerful	4.615	1.519	-.615	.104	-.037	.208
24	Innovative	4.584	1.591	-.543	.104	-.274	.207
25	Creative	4.582	1.537	-.488	.104	-.215	.207
26	Lively	4.581	1.519	-.485	.104	-.203	.207
27	Expressive	4.561	1.576	-.512	.104	-.187	.207
28	Trendy	4.558	1.673	-.336	.104	-.686	.207
29	Contemporary	4.545	1.527	-.494	.104	-.068	.207
30	Mature	4.543	1.490	-.576	.104	-.109	.208
31	Spirited	4.509	1.531	-.534	.104	-.144	.208
32	Imaginative	4.483	1.547	-.401	.104	-.283	.208
33	Bold	4.467	1.532	-.504	.104	-.263	.207
34	Down-to-earth	4.462	1.537	-.545	.104	-.152	.207
35	Ambitious	4.430	1.621	-.446	.104	-.450	.207
36	Vibrant	4.429	1.573	-.404	.104	-.373	.207
37	Progressive	4.404	1.567	-.364	.104	-.491	.208
38	Sophisticated	4.388	1.545	-.341	.104	-.359	.208
39	Wholesome	4.304	1.513	-.356	.104	-.365	.207
40	Charming	4.298	1.535	-.358	.104	-.367	.208
41	Ethical	4.264	1.526	-.371	.104	-.147	.207
42	Excitable	4.238	1.612	-.316	.104	-.523	.207
43	Adventurous	4.229	1.561	-.360	.104	-.420	.207
44	Traditional	4.211	1.660	-.254	.104	-.684	.207
45	Family-oriented	4.168	1.689	-.254	.104	-.804	.207
46	Passionate	4.159	1.601	-.286	.103	-.583	.206
47	Predictable	4.127	1.559	-.293	.104	-.567	.208
48	Artistic	4.097	1.640	-.117	.103	-.733	.206
49	Glamorous	4.039	1.648	-.055	.104	-.696	.207
50	Simple	4.033	1.562	-.041	.104	-.553	.207
51	Particular	3.741	1.516	-.099	.104	-.611	.208
52	Modest	3.710	1.427	-.058	.104	-.471	.208
53	Serious	3.664	1.520	-.013	.104	-.568	.207
54	Feminine	3.638	1.765	.167	.104	-.868	.207
55	Informal	3.578	1.561	.035	.104	-.692	.208
56	Humorous	3.561	1.583	.023	.104	-.665	.207
57	Conservative	3.491	1.507	.104	.104	-.645	.207
58	Formal	3.462	1.494	.122	.104	-.561	.207

	Item	M	SD	Skewness Statistic	Kurtosis Std. error		Item
59	Masculine	3.427	1.635	.056	.104	-.889	.207
60	Witty	3.383	1.102	.016	.104	.502	.208
61	Emotional	3.351	1.552	.143	.104	-.715	.207
62	Self-Indulgent	3.351	1.637	.339	.104	-.683	.207
63	Rugged	3.292	1.652	.238	.104	-.834	.207
64	Young	3.265	1.140	.280	.104	.290	.207
65	Outdoorsy	3.256	1.540	.153	.104	-.666	.207
66	Unconventional	3.126	1.631	.495	.104	-.538	.207
67	Reserved	3.120	1.418	.230	.104	-.633	.208
68	Egotistical	2.872	1.535	.634	.104	-.294	.207
69	Compulsive	2.849	1.419	.525	.104	-.337	.207
70	Rough	2.843	1.478	.456	.104	-.590	.207
71	High-strung	2.790	1.465	.544	.104	-.481	.207
72	Frivolous	2.737	1.368	.559	.104	-.175	.207
73	Defensive	2.717	1.430	.636	.104	-.156	.208
74	Passive	2.660	1.306	.595	.104	-.098	.209
75	Temperamental	2.624	1.337	.585	.104	-.328	.207
76	Pompous	2.616	1.391	.718	.104	.018	.208
77	Impersonal	2.567	1.287	.691	.104	.045	.208
78	Cold	2.538	1.452	1.050	.104	.900	.207
79	Unsophisticated	2.472	1.308	.744	.104	.004	.208
80	Unadventurous	2.434	1.306	.839	.104	.241	.208
81	Greedy	2.418	1.350	.840	.104	.126	.207
82	Shallow	2.390	1.372	.982	.104	.547	.208
83	Careless	2.381	1.290	.931	.104	.501	.208
84	Vague	2.365	1.227	.828	.104	.324	.208
85	Manipulative	2.357	1.288	.901	.104	.606	.208
86	Uncreative	2.348	1.274	.846	.104	.137	.207
87	Tactless	2.339	1.208	.672	.104	-.098	.207
88	Narrow-minded	2.331	1.248	.993	.105	.925	.209
89	Bland	2.298	1.262	.860	.104	.089	.208
90	Unenergetic	2.254	1.208	.888	.105	.338	.209
91	Impractical	2.241	1.295	1.139	.104	1.037	.208
92	Wasteful	2.234	1.273	1.074	.104	.882	.207
93	Immature	2.232	1.224	.919	.104	.199	.207
94	Insincere	2.211	1.229	.952	.104	.465	.208
95	Unfriendly	2.209	1.247	1.013	.104	.524	.208
96	Dull	2.209	1.200	.883	.104	.190	.207
97	Hypocritical	2.205	1.223	.976	.104	.588	.208
98	Disorganized	2.186	1.284	1.201	.104	1.097	.209
99	Inefficient	2.160	1.213	1.099	.104	1.001	.207
100	Harsh	2.135	1.118	.932	.104	.416	.208

	Item	M	SD	Skewness Statistic	Kurtosis Std. error		Item
101	Inconsistent	2.127	1.163	1.021	.104	.728	.207
102	Insecure	2.104	1.158	1.058	.104	.893	.207
103	Distrustful	2.088	1.158	1.166	.104	1.244	.207
104	Crude	2.086	1.240	1.230	.104	1.228	.208
105	Weak	2.057	1.135	1.231	.104	1.687	.209
106	Unreliable	2.005	1.094	1.063	.104	.566	.207

Exploratory Factor Analysis for the Creation of Brand Personality Traits

Overview

This study conducted three Exploratory Factor Analyses (EFA) to ensure that the most appropriate brand personality dimensions and their traits emerged. The initial EFA analysis was based on the 106 items defined in the pilot test. The second EFA analysis was conducted and 28 items were dropped; then six items were dropped from the second set of 78 items at the stage of the third analysis, resulting in a final inventory consisting of 72 items.

KMO and Bartlett's Tests. The EFA analysis began with examining the Kaiser-Meyer-Olkin (KMO) statistic to determine whether the original dataset reflecting the initial 106 items was a good candidate for factoring. Kaiser (1974) recommended that values between .8 and .9 are great and values above .9 are superb, so the result of .932 can be considered a very good value for factoring. As displayed in the results of the Bartlett's test of sphericity (See Table 59), the correlation matrix was worth factoring since the Ho (null hypothesis that the correlation matrix = an identity matrix) was rejected ($p < .001$).

Table 59. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.932
Bartlett's Test of Sphericity	Approx. Chi-Square	32203.706
	df	5565
	Sig.	.000

Communalities and Factor Extraction Method. Communality, the proportion of

common variance within a variable, ranged between .198 and .734. The 10 items, *cold*

(communality = .344), *family-oriented* (.316), *formal* (.370), *frivolous* (.345), *informal* (.246),

particular (.364), *reserved* (.323), *rugged* (.337), *simple* (.160), and *unconventional* (.327),

produced communalities of less than .40. With respect to the factor extraction method, Gorsuch

(1983) recommended the use of a common factor analysis if communalities are less than .70.

The average of the 106 personality items was .558, so a method of common factor analysis

known as principal axis factoring is more suitable than a principal component analysis.

Further, Costello and Osborne (2005) suggested that principal axis factoring is preferable

to principal component analysis. They argued that principal component analysis is only a

method for data reduction. Furthermore, a principal component analysis is an appropriate

method to determine the manifest variable, whereas principal axis factoring reveals latent

variables (Ford et al., 1986). Thus, principal axis factoring was employed instead of principal

component analysis for this study.

Table 60. Communalities

Item	Initial	Extraction	Item	Initial	Extraction
adventurous	0.749	0.708	innovative	0.749	0.670
ambitious	0.703	0.618	insecure	0.696	0.590
artistic	0.668	0.566	insincere	0.774	0.718
authentic	0.623	0.514	lively	0.766	0.691
bland	0.769	0.701	manipulative	0.673	0.548
bold	0.734	0.618	masculine	0.705	0.566
careless	0.651	0.500	mature	0.647	0.510
charming	0.679	0.568	modern	0.752	0.678
cheerful	0.763	0.620	modest	0.585	0.455
cold*	0.510	0.344	narrow-minded	0.679	0.533
compulsive	0.645	0.549	original	0.676	0.557
confident	0.736	0.636	outdoorsy	0.668	0.534
conservative	0.631	0.527	particular*	0.547	0.364
consistent	0.690	0.524	passionate	0.757	0.709

Item	Initial	Extraction	Item	Initial	Extraction
contemporary	0.596	0.456	passive	0.571	0.449
cool	0.710	0.634	pompous	0.632	0.523
creative	0.800	0.722	practical	0.646	0.500
crude	0.672	0.587	predictable	0.569	0.425
defensive	0.593	0.459	progressive	0.679	0.558
dependable	0.726	0.647	proud	0.668	0.534
disorganized	0.711	0.661	real	0.722	0.618
distrustful	0.731	0.606	reliable	0.759	0.639
down-to-earth	0.671	0.519	reserved*	0.563	0.323
dull	0.735	0.591	rough	0.602	0.543
easy-going	0.654	0.475	rugged*	0.554	0.337
egotistical	0.620	0.499	self-indulgent	0.558	0.411
emotional	0.610	0.466	serious	0.578	0.410
energetic	0.712	0.632	shallow	0.688	0.629
ethical	0.661	0.479	simple*	0.417	0.160
excitable	0.774	0.647	sophisticated	0.675	0.527
exciting	0.746	0.646	spirited	0.765	0.686
expressive	0.788	0.733	stable	0.744	0.643
family-oriented*	0.603	0.316	strong	0.627	0.426
feminine	0.675	0.549	successful	0.726	0.653
formal*	0.629	0.370	tactless	0.654	0.554
friendly	0.788	0.680	temperamental	0.589	0.448
frivolous*	0.549	0.345	traditional	0.617	0.507
genuine	0.710	0.569	trendy	0.731	0.645
glamorous	0.719	0.595	unadventurous	0.670	0.482
greedy	0.667	0.550	unconventional*	0.491	0.327
happy	0.786	0.686	uncreative	0.693	0.634
harsh	0.726	0.621	unenergetic	0.785	0.721
high-strung	0.601	0.442	unfriendly	0.758	0.676
honest	0.732	0.624	unreliable	0.769	0.598
humorous	0.600	0.459	unsophisticated	0.695	0.548
hypocritical	0.711	0.626	vague	0.699	0.599
imaginative	0.782	0.708	versatile	0.641	0.491
immature	0.732	0.649	vibrant	0.811	0.690
impersonal	0.631	0.468	wasteful	0.785	0.596
impractical	0.686	0.587	weak	0.762	0.617
inconsistent	0.724	0.556	wholesome	0.774	0.623
inefficient	0.711	0.643	witty	0.891	0.776
informal*	0.570	0.246	young	0.852	0.719

Note. Extraction Method: Principal Axis Factoring.

Asterisks indicate communality values lower than .40

Method of Factor Rotation. Costello and Osborne (2005) demonstrated that orthogonal rotations produce factors that are uncorrelated, whereas oblique rotations allow factors to correlate. This study expects some correlation among factors, since brand personality traits do not function independently of one another. Moreover, using an orthogonal rotation may result in a loss of valuable information if the factors are correlated, so this study used an oblique rotation for factor rotation.

Further, to choose the most appropriate rotation technique, two methods, Promax and Direct Oblimin, were tested. One of the advantages of the Direct Oblimin method is that it produces the smallest number of cross-loadings. The results of two rotations were very similar, but the Promax technique produced higher loading values that present higher correlations between items and factors compared to Direct Olbimin. Further, the Promax method estimates low and moderate loadings lower while maintaining high loadings, which makes it useful for large data sets (Costello and Osborne, 2005), and it produced fewer double-loadings between .25 and .4 for these dataset. In sum, the factor structure and loadings of Promax were more conservative and clearer than those of Direct Oblimin. For these reasons, the Promax method was chosen for the factor rotation method for this study. After several oblique rotation techniques were tested on the original 106 items, a Promax of Kappa = 7 was finally selected as the most appropriate factor rotation.

Number of Factors. To determine the number of factors in EFA, the eigenvalue-greater-than-1 and scree tests are often used (Fabrigar, 1999). After an inspection of the rotated factor matrices, a 17 factor-solution with eigenvalues greater than 1.0 were found. The scree test enables researchers to examine the graph of eigenvlaues and to stop factoring at a point at which eigenvalues begin to level off, forming a straight line with a horizontal slope (Kim and Mueller,

1978). In this study, there are, however, too many number of factors (106 items), so it was not

easy to discern which factors drop off most dramatically (See Figure19). After several factor

analyses, 11 factors were retained for the first analysis. An 11-factor solution was found to be a

meaningful representation of the data, accounting for 55.76% of the total variance.

Figure 19. Scree Plot

Scree Plot
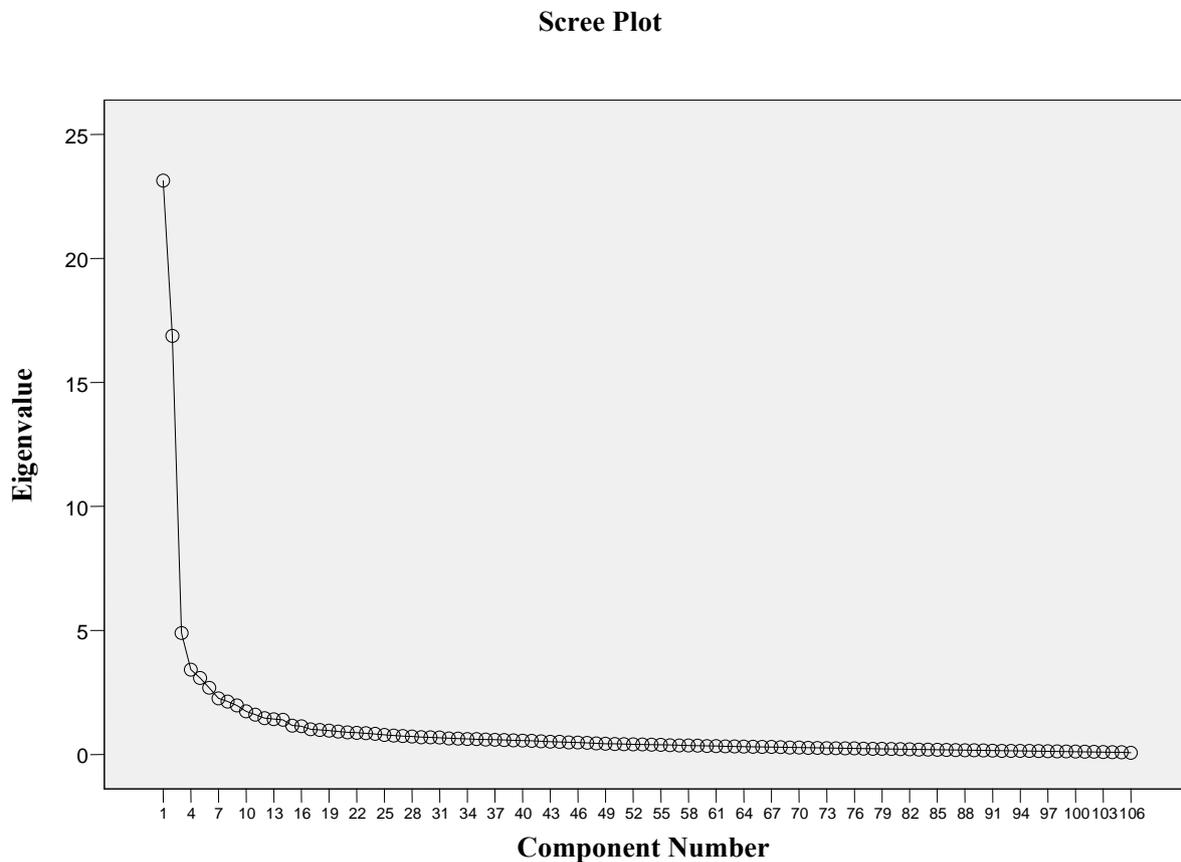
First Analysis and Interpretation of Factors. The first factor analysis revealed several

items that are problematic for producing an appropriate factor interpretation. First, regarding

communality, an item having communality of less than .40 means that it is not related to the

other items, so it is suggested additional factor analysis to be explored. In this study, the 10 items that had communality values less than .40 can be considered bad personality items because the amount of factor variance these items accounted for was very small. In order to produce a more conservative approach in identifying and interpreting factors, the 10 items that have less than .40 communality were dropped for the next analysis.

Second, factor loading values were examined to find items that are loaded on more than two factors and are less than the cut-off value of .50. The items that have .50 or higher loading values are desirable and indicate a solid factor (Costello and Osborne, 2005). The 15 items, *careless* (loading value =.412), *crude* (.439), *down-to-earth* (.475), *easy-going* (.425), *ethical* (.264), *high-strung* (.480 and .336), *honest* (.395 and .328), *passive* (.444), *pompous* (.417 and .394), *self-indulgent* (.499), *serious* (.438 and .389), *stable* (.481), *unreliable* (.432), *versatile* (.491), and *weak* (.416) were lower than the cut-off value of .50, and some of the items were cross-loaded at .32 or higher on more than two or more factors (Tabachnick and Fidell, 2001). This, these 15 personality items were dropped to achieve a more precise factor solution.

Third, the items on factor 11 were dropped because these two factors had only two items on each factor. In general, a factor with fewer than three items is regarded as being weak and unstable, so the two items, *witty* and *young*, were dropped to maintain strong factors. Last, one item, *feminine*, had a negative loading value contrary to the other three items on factor 9, so it was determined the item should be dropped. From the first analysis, a total of 28 items were dropped and an additional analysis was conducted.

Table 61. Loaded Items and Rotated Factor Matrix in the First Analysis

Pattern Matrix (Kappa = 7)

Item	Factor										
	1	2	3	4	5	6	7	8	9	10	11
bland	**0.829**	0.039	0.142	0.026	-0.294	-0.058	-0.029	-0.011	-0.054	-0.027	-0.068
vague	**0.798**	0.038	0.062	-0.039	-0.090	0.034	-0.043	-0.015	-0.077	0.086	-0.026
unenergetic	**0.784**	-0.069	0.082	0.053	-0.234	0.079	0.070	-0.001	-0.074	-0.042	0.020
harsh	**0.783**	0.009	-0.148	0.063	0.036	-0.038	-0.022	0.062	-0.024	-0.004	0.057
distrustful	**0.761**	-0.086	-0.169	0.118	0.078	-0.021	-0.052	0.081	-0.050	0.050	0.058
insecure	**0.761**	-0.004	-0.079	0.048	-0.093	0.054	-0.053	0.029	-0.057	0.088	0.014
narrow-minded	**0.716**	0.008	0.063	0.100	-0.057	-0.125	0.029	0.003	-0.049	0.049	-0.036
impersonal	**0.612**	-0.009	0.214	-0.034	-0.166	0.011	-0.021	0.055	-0.075	0.095	-0.069
temperamental	**0.570**	-0.077	-0.125	0.141	0.077	0.059	-0.105	0.090	0.052	0.154	0.024
inconsistent	**0.533**	0.090	-0.010	-0.233	0.095	-0.088	0.000	-0.046	-0.021	0.284	0.181
passive	0.444	-0.006	0.023	-0.165	0.214	-0.010	0.027	-0.128	0.126	0.176	0.204
unreliable	0.432	-0.013	0.028	-0.233	0.066	0.016	0.021	0.105	-0.058	0.246	0.213
weak	0.416	0.168	-0.082	-0.220	0.139	-0.069	0.112	0.088	0.011	0.094	0.297
cool	-0.029	**0.889**	-0.069	-0.085	0.052	-0.070	0.019	0.019	-0.033	0.048	-0.078
lively	0.006	**0.888**	-0.068	0.035	0.057	-0.141	-0.044	-0.088	0.010	0.165	-0.060
excitable	0.016	**0.849**	-0.174	-0.018	-0.08	0.122	0.076	0.005	-0.023	0.106	-0.101
original	-0.003	**0.831**	-0.067	0.011	0.053	-0.152	-0.006	0.033	0.002	-0.082	0.015
artistic	0.017	**0.803**	-0.238	0.046	-0.118	0.122	0.096	0.010	0.057	-0.061	0.061
cheerful	0.025	**0.717**	0.043	0.028	0.006	0.037	-0.020	-0.073	-0.091	0.028	0.061
progressive	0.013	**0.702**	0.013	0.012	-0.042	0.071	0.065	-0.056	0.002	0.054	-0.041
strong	-0.066	**0.589**	0.115	0.086	-0.067	-0.059	0.020	0.063	0.057	-0.076	-0.009
humorous	0.029	**0.564**	0.081	-0.107	0.000	0.027	-0.014	0.036	0.084	0.059	0.231
genuine	-0.076	**0.545**	0.215	0.011	0.069	-0.017	-0.139	0.031	0.087	-0.097	0.069
versatile	-0.171	0.491	0.164	0.106	-0.071	0.061	0.072	0.008	0.090	-0.112	0.134
easy-going	-0.058	0.425	0.343	0.119	-0.115	-0.001	-0.179	0.080	0.080	-0.001	0.102
particular	-0.047	0.358	0.123	0.125	-0.036	-0.055	0.309	0.090	-0.066	0.117	-0.086
traditional	-0.129	-0.169	**0.974**	0.043	-0.070	-0.314	-0.058	0.181	-0.161	0.132	0.273
modest	-0.043	-0.059	**0.821**	0.072	-0.089	-0.233	-0.114	0.064	0.035	0.153	0.232
dependable	-0.252	-0.036	**0.818**	-0.112	-0.182	0.310	0.051	-0.237	-0.124	0.237	0.031
mature	-0.140	-0.024	**0.750**	-0.070	-0.041	0.169	-0.082	-0.028	-0.144	0.261	0.11
wholesome	0.006	-0.127	**0.736**	0.022	-0.008	0.141	-0.261	0.015	-0.107	0.006	0.548
consistent	-0.218	0.047	**0.727**	-0.009	-0.026	0.021	0.056	-0.188	-0.106	0.122	0.112
real	-0.229	-0.069	**0.667**	-0.008	-0.041	0.349	-0.091	0.014	-0.043	0.040	0.184
conservative	0.496	0.027	**0.638**	0.014	-0.185	-0.140	-0.087	0.021	-0.082	-0.032	-0.029
practical	0.034	-0.049	**0.564**	-0.136	0.193	0.064	0.031	-0.052	0.066	0.020	-0.150
predictable	0.215	0.057	**0.545**	-0.176	-0.049	0.022	0.103	0.017	-0.022	-0.066	-0.155
stable	0.014	0.084	0.481	-0.176	0.399	-0.071	0.096	-0.117	0.030	-0.045	-0.16

					Factor						
Item	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**
down-to-earth	0.097	0.086	0.475	-0.082	0.123	0.091	-0.089	0.127	0.068	-0.252	0.096
formal	0.057	0.026	0.467	-0.088	0.085	0.034	-0.166	0.248	-0.192	0.398	-0.002
serious	0.389	-0.032	0.438	-0.048	0.074	-0.040	-0.086	-0.043	0.105	-0.013	0.069
reserved	0.026	-0.154	0.399	0.096	-0.037	-0.098	0.268	0.112	0.056	-0.037	0.038
honest	0.136	-0.038	0.395	0.023	0.328	0.106	0.028	-0.027	0.023	-0.248	0.066
family-oriented	0.083	0.095	0.386	0.134	-0.061	-0.013	-0.220	-0.065	0.176	0.056	0.238
creative	0.038	0.029	-0.149	**0.882**	0.070	-0.030	0.003	-0.104	0.059	0.021	0.133
imaginative	0.025	-0.049	-0.150	**0.871**	0.125	0.012	-0.038	0.054	0.078	0.000	0.090
vibrant	0.048	-0.028	-0.157	**0.773**	0.100	0.132	-0.044	0.094	-0.137	-0.099	0.190
successful	-0.093	0.003	0.136	**0.726**	0.074	-0.108	0.070	-0.107	0.054	0.078	-0.115
energetic	-0.070	-0.041	-0.033	**0.718**	0.041	0.152	-0.015	-0.072	0.153	0.090	0.020
confident	-0.130	0.075	0.232	**0.624**	-0.101	0.055	-0.040	-0.027	0.067	0.058	-0.061
authentic	-0.108	0.032	0.171	**0.608**	-0.025	-0.056	-0.037	0.011	0.265	-0.064	-0.014
glamorous	0.061	0.079	-0.096	**0.603**	0.113	0.004	0.077	-0.029	-0.287	0.200	0.037
sophisticated	0.097	0.085	0.066	**0.596**	0.008	0.010	-0.026	0.000	-0.219	0.060	0.050
proud	0.024	0.039	0.128	**0.572**	0.083	-0.015	-0.112	0.108	0.140	0.137	-0.118
unconventional	0.296	-0.086	-0.125	0.453	0.101	-0.036	0.046	-0.251	0.105	0.260	0.088
trendy	-0.069	0.013	-0.119	0.090	**0.892**	-0.151	0.012	0.101	-0.093	0.154	-0.056
innovative	-0.038	-0.016	-0.124	0.010	**0.852**	0.047	-0.014	0.051	-0.078	-0.022	0.200
expressive	0.008	-0.039	-0.089	0.107	**0.850**	0.063	-0.067	0.142	-0.122	-0.052	0.149
modern	-0.091	-0.089	0.046	0.134	**0.829**	-0.124	0.024	-0.018	0.058	0.166	-0.093
ambitious	0.029	0.050	-0.081	0.071	**0.765**	-0.013	0.068	0.009	-0.033	-0.079	0.116
charming	0.060	0.059	0.000	0.070	**0.658**	0.019	0.032	-0.071	0.017	-0.010	0.072
contemporary	0.010	-0.105	0.166	0.106	**0.573**	-0.038	0.004	-0.034	0.039	0.149	-0.155
reliable	-0.119	0.017	0.419	-0.106	**0.551**	-0.073	0.043	-0.025	-0.050	0.047	-0.124
friendly	0.008	-0.002	0.279	-0.037	**0.540**	0.127	0.017	-0.009	-0.011	-0.120	0.031
ethical	0.046	0.046	0.250	0.021	0.264	0.202	-0.031	0.025	0.094	-0.109	0.004
adventurous	-0.021	-0.069	-0.098	0.056	-0.065	**0.933**	-0.016	0.017	0.144	-0.073	0.074
passionate	-0.035	-0.108	0.101	0.027	-0.089	**0.877**	-0.109	0.025	0.001	0.120	0.112
exciting	-0.014	-0.005	-0.087	-0.023	-0.005	**0.864**	0.033	-0.091	-0.011	0.040	-0.044
spirited	0.001	0.130	-0.159	0.049	-0.083	**0.835**	0.098	-0.036	-0.035	-0.196	0.166
bold	-0.043	0.055	-0.128	-0.005	0.093	**0.751**	0.085	-0.038	-0.002	-0.027	0.050
happy	-0.026	0.082	0.114	-0.02	0.038	**0.669**	0.134	-0.216	-0.118	-0.055	0.077
emotional	0.092	-0.102	0.053	0.041	-0.084	**0.614**	-0.110	0.184	0.010	0.115	0.124
self-indulgent	0.182	-0.010	-0.056	0.014	0.023	0.499	-0.017	0.175	-0.081	0.180	-0.216
informal	-0.076	-0.048	0.122	0.078	-0.113	0.277	0.167	0.154	0.150	-0.201	0.142
shallow	-0.049	0.125	-0.185	-0.033	0.069	0.010	**0.907**	-0.004	-0.127	-0.048	0.004
wasteful	0.050	0.066	-0.079	-0.028	0.045	-0.041	**0.757**	-0.024	-0.041	0.007	0.085
impractical	-0.046	0.126	-0.217	-0.044	0.014	0.030	**0.734**	0.198	-0.062	-0.086	0.007
insincere	0.140	-0.004	0.018	-0.098	-0.026	0.004	**0.687**	0.031	-0.017	-0.032	0.163
unfriendly	0.048	-0.136	0.046	0.018	-0.077	0.050	**0.669**	0.025	0.064	0.048	0.086

					Factor						
Item	1	2	3	4	5	6	7	8	9	10	11
dull	0.026	-0.338	0.165	0.107	-0.056	-0.002	**0.614**	-0.025	0.075	-0.050	0.179
unadventurous	0.122	-0.274	0.163	0.101	-0.054	-0.011	**0.537**	-0.009	0.035	-0.071	0.071
high-strung	0.047	0.262	-0.077	-0.005	0.003	0.036	0.480	-0.103	-0.010	0.336	-0.105
crude	-0.031	-0.051	0.040	0.001	-0.020	0.018	0.439	0.196	0.157	0.122	0.078
careless	0.116	0.092	-0.069	-0.068	-0.017	0.080	0.412	0.079	0.079	0.199	-0.033
disorganized	0.151	-0.013	-0.041	-0.037	0.056	0.014	0.039	**0.776**	-0.104	-0.121	0.042
inefficient	0.059	-0.090	0.031	0.011	-0.014	-0.011	0.050	**0.743**	-0.013	-0.063	0.050
immature	0.108	-0.001	-0.178	-0.030	0.082	0.166	0.037	**0.712**	0.094	-0.091	-0.056
unsophisticated	-0.011	0.060	0.137	-0.100	0.045	-0.150	0.073	**0.686**	0.081	-0.164	0.071
tactless	0.123	0.059	0.074	-0.049	0.054	-0.059	-0.048	**0.59**	0.139	0.08	-0.041
uncreative	-0.051	0.026	0.410	0.089	-0.032	-0.517	0.126	**0.59**	-0.026	0.097	0.081
greedy	0.118	0.004	0.002	0.058	-0.028	0.141	0.044	**0.518**	-0.056	0.214	-0.111
compulsive	0.069	-0.059	-0.157	-0.018	0.108	0.409	-0.046	**0.512**	0.153	0.108	-0.160
pompous	0.090	0.017	-0.010	-0.023	0.029	0.232	-0.012	0.417	0.000	0.394	-0.287
simple	0.053	0.192	0.145	-0.073	0.041	-0.121	-0.037	0.205	0.127	-0.161	0.083
masculine	-0.070	0.052	-0.117	0.132	-0.064	-0.015	0.005	0.042	**0.811**	0.096	-0.101
feminine	0.206	0.207	0.110	0.134	0.059	0.071	0.046	-0.046	-0.704	0.086	0.174
outdoorsy	0.100	0.154	-0.101	0.047	-0.122	0.174	-0.211	0.050	**0.675**	0.033	0.138
rough	0.183	-0.006	-0.020	-0.117	0.040	0.110	-0.087	-0.118	**0.606**	0.330	-0.020
rugged	-0.071	0.076	0.275	-0.046	-0.134	-0.079	0.196	0.080	0.282	-0.024	0.167
egotistical	0.220	0.107	-0.004	0.270	0.013	-0.024	0.005	-0.091	0.071	**0.664**	-0.275
manipulative	0.388	-0.006	-0.034	0.064	0.067	-0.032	0.015	-0.150	0.114	**0.586**	-0.013
hypocritical	0.349	-0.099	0.114	-0.085	0.096	-0.015	-0.025	-0.053	0.006	**0.574**	0.143
defensive	0.296	0.025	0.139	-0.117	0.030	0.038	-0.018	-0.174	0.199	**0.543**	-0.011
frivolous	0.259	0.014	0.067	0.151	0.046	0.010	0.034	0.013	-0.067	0.389	-0.004
cold	0.191	-0.048	0.030	-0.015	0.070	-0.078	0.005	-0.007	0.227	0.377	0.020
young	0.149	0.029	0.249	0.050	0.058	0.088	0.216	-0.002	-0.016	-0.170	0.669
witty	0.160	0.032	0.150	0.309	0.09	0.130	0.185	0.034	-0.103	-0.133	0.607

Note. Bold items were retained for the next analysis.

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

Rotation converged in 29 iterations.

Second Analysis and Factor Interpretation. As a result of initial data examination, an

EFA consisting 78 items was re-run using Principal axis factoring and a Promax rotation of

Kappa = 6. From the second analysis, six items, *compulsive* (loading value = .473 and .401),

egotistical (.420), *greedy* (.455), *inconsistent* (.402 and .399), *practical* (.322), and *predictable*

(.385), were dropped because they were cross-loaded on two or more factors and/or the loading

values were less than .50. Thus, a total of 72 items remained for an additional analysis (See

Table 62).

Table 62. Loaded Items and Rotated Factor Matrix in the Second Analysis

Item	Factor									
	1	2	3	4	5	6	7	8	9	10
bland	**0.920**	0.015	0.053	-0.208	-0.018	-0.065	-0.038	-0.023	-0.035	-0.156
vague	**0.834**	-0.070	0.054	-0.017	-0.013	0.048	-0.026	-0.026	-0.068	0.054
unenergetic	**0.819**	0.015	-0.047	-0.160	-0.011	0.083	0.045	0.030	-0.055	-0.064
distrustful	**0.803**	0.043	-0.066	0.161	-0.160	-0.026	-0.062	0.025	-0.031	0.141
harsh	**0.798**	-0.004	0.006	0.110	-0.147	-0.029	-0.043	0.029	0.003	0.101
insecure	**0.795**	0.016	0.002	-0.017	-0.121	0.060	-0.047	-0.012	-0.033	0.106
narrow-minded	**0.766**	0.065	0.015	0.021	-0.001	-0.115	0.011	-0.003	-0.049	0.020
impersonal	**0.653**	-0.033	-0.007	-0.094	0.098	0.032	-0.020	0.086	-0.043	-0.049
temperamental	**0.580**	0.096	-0.076	0.137	-0.093	0.053	-0.117	0.057	0.090	0.196
conservative	**0.548**	0.043	0.049	-0.121	0.364	-0.104	-0.046	0.005	0.003	-0.206
inconsistent	0.402	-0.225	0.087	0.083	0.105	-0.054	0.038	0.004	0.067	0.399
creative	0.007	**0.866**	0.032	0.002	-0.039	-0.036	-0.005	-0.103	0.052	0.089
imaginative	0.000	**0.844**	-0.042	0.067	-0.068	0.015	-0.037	0.058	0.063	0.018
vibrant	0.027	**0.762**	-0.035	0.028	-0.058	0.153	-0.071	0.071	-0.092	0.022
energetic	-0.071	**0.725**	-0.062	0.013	-0.009	0.144	-0.016	-0.066	0.160	0.010
successful	0.005	**0.724**	-0.008	0.103	0.055	-0.097	0.086	-0.135	-0.005	-0.123
glamorous	0.039	**0.653**	0.098	0.044	0.011	0.040	0.092	-0.040	-0.284	0.210
confident	-0.058	**0.636**	0.066	-0.085	0.175	0.051	-0.005	-0.034	0.035	-0.129
sophisticated	0.126	**0.622**	0.105	-0.010	0.107	0.033	-0.010	-0.032	-0.251	0.083
authentic	-0.086	**0.604**	0.006	-0.032	0.084	-0.070	-0.015	-0.006	0.290	-0.211
proud	0.036	**0.585**	0.019	0.076	0.053	0.016	-0.063	0.116	0.114	-0.092
cool	0.008	-0.073	**0.856**	0.074	-0.049	-0.060	0.011	0.039	-0.028	-0.029
lively	-0.003	0.054	**0.851**	0.062	-0.016	-0.132	0.013	-0.098	0.020	0.089
excitable	-0.019	0.037	**0.841**	-0.119	-0.085	0.098	0.115	-0.006	-0.006	0.072
original	0.031	0.000	**0.799**	0.068	-0.070	-0.141	-0.014	0.026	0.021	-0.097
artistic	-0.018	0.044	**0.759**	-0.143	-0.112	0.121	0.027	0.089	0.066	0.009
cheerful	-0.018	0.048	**0.693**	-0.015	0.054	0.074	0.045	-0.056	-0.058	0.018
progressive	0.039	0.015	**0.668**	-0.009	0.015	0.080	0.021	-0.008	0.035	-0.035
humorous	-0.076	-0.105	**0.571**	-0.044	0.185	0.032	0.029	0.078	0.167	0.185
strong	0.010	0.101	**0.508**	-0.009	0.039	-0.019	-0.008	0.071	0.046	-0.155
genuine	-0.009	-0.018	**0.495**	0.136	0.131	0.007	-0.136	0.047	0.103	-0.172
trendy	-0.013	0.052	0.015	**0.947**	-0.100	-0.134	-0.001	0.062	-0.110	0.115
modern	-0.041	0.094	-0.078	**0.879**	-0.006	-0.114	0.014	-0.011	0.035	0.025
innovative	-0.047	-0.059	0.000	**0.867**	-0.027	0.058	-0.073	0.063	-0.041	0.143
expressive	-0.006	0.056	-0.012	**0.840**	-0.025	0.076	-0.067	0.095	-0.096	0.103

Item	1	2	3	4	5	6	7	8	9	10
ambitious	0.019	0.010	0.068	**0.767**	-0.039	-0.003	0.049	0.006	-0.042	0.045
contemporary	0.111	0.069	-0.092	**0.661**	0.031	-0.033	0.014	-0.048	0.013	-0.084
charming	0.021	0.034	0.068	**0.649**	0.008	0.028	0.049	-0.094	0.058	0.065
reliable	-0.044	-0.077	0.028	**0.589**	0.187	-0.026	0.043	0.015	-0.010	-0.241
friendly	0.023	-0.044	0.001	**0.553**	0.117	0.135	0.033	-0.028	0.073	-0.204
traditional	-0.099	0.048	-0.103	-0.036	**0.968**	-0.278	-0.027	0.218	-0.100	0.137
modest	-0.015	0.062	0.006	-0.045	**0.803**	-0.244	-0.078	0.058	0.084	0.177
wholesome	0.017	-0.015	-0.048	0.016	**0.801**	0.142	-0.277	0.100	-0.049	0.213
dependable	-0.125	-0.062	-0.005	-0.096	**0.682**	0.314	0.058	-0.176	-0.108	-0.001
mature	-0.055	-0.017	0.027	0.021	**0.665**	0.178	-0.017	-0.075	-0.067	0.152
real	-0.130	-0.016	-0.041	0.035	**0.646**	0.340	-0.112	0.090	-0.054	-0.017
consistent	-0.114	0.020	0.086	0.040	**0.614**	0.025	0.075	-0.166	-0.073	-0.020
adventurous	-0.014	0.070	-0.071	-0.058	-0.091	**0.883**	-0.023	0.038	0.130	-0.047
passionate	-0.077	0.068	-0.090	-0.107	0.153	**0.855**	-0.065	0.047	0.048	0.124
exciting	0.057	0.005	0.008	0.032	-0.160	**0.847**	0.048	-0.083	-0.046	-0.079
spirited	0.035	0.031	0.129	-0.065	-0.112	**0.802**	0.046	0.015	-0.032	-0.103
bold	-0.011	-0.010	0.055	0.119	-0.122	**0.746**	0.082	-0.006	-0.048	-0.025
happy	0.014	-0.018	0.114	0.060	0.080	**0.639**	0.138	-0.163	-0.117	-0.086
emotional	0.060	0.050	-0.076	-0.081	0.134	**0.594**	-0.076	0.182	0.028	0.210
shallow	-0.080	-0.022	0.141	0.043	-0.143	0.033	**0.866**	0.058	-0.133	0.008
wasteful	-0.012	-0.038	0.127	0.023	-0.103	-0.035	**0.824**	-0.033	0.002	0.069
impractical	-0.089	-0.008	0.139	-0.032	-0.187	0.049	**0.727**	0.201	-0.055	-0.009
unfriendly	0.001	0.034	-0.107	-0.088	0.018	0.054	**0.705**	0.017	0.122	0.077
insincere	0.100	-0.123	0.033	-0.006	0.051	0.011	**0.681**	0.060	-0.005	0.126
dull	0.038	0.074	-0.319	0.000	0.130	0.007	**0.594**	0.009	0.051	0.053
unadventurous	0.136	0.081	-0.260	-0.002	0.047	0.003	**0.563**	-0.025	0.052	-0.061
disorganized	0.139	-0.038	0.012	0.041	0.014	0.062	0.014	**0.807**	-0.132	-0.046
unsophisticated	-0.028	-0.129	0.082	0.039	0.165	-0.113	0.047	**0.787**	0.026	-0.141
inefficient	0.026	0.014	-0.072	-0.042	0.073	0.045	0.046	**0.783**	-0.016	-0.040
immature	0.063	-0.026	0.005	0.047	-0.145	0.187	0.043	**0.743**	0.070	-0.113
uncreative	-0.057	0.099	0.066	-0.041	0.441	-0.459	0.152	**0.643**	-0.042	0.051
tactless	0.113	-0.035	0.059	0.060	0.040	-0.030	0.001	**0.580**	0.148	-0.016
compulsive	0.055	0.030	-0.055	0.093	-0.182	0.401	0.022	0.473	0.119	-0.012
greedy	0.118	0.127	0.015	-0.037	0.007	0.154	0.092	0.455	-0.034	0.116
outdoorsy	-0.019	0.002	0.104	-0.122	-0.069	0.121	-0.189	0.045	**0.818**	0.089
masculine	-0.120	0.084	0.046	-0.061	-0.106	-0.098	0.087	0.030	**0.764**	-0.028
rough	0.071	-0.137	-0.024	0.065	-0.032	0.061	0.012	-0.129	**0.691**	0.254
hypocritical	0.223	-0.074	-0.051	0.107	0.297	-0.007	0.056	-0.037	0.030	**0.704**
manipulative	0.251	0.082	0.027	0.049	0.085	-0.019	0.123	-0.123	0.141	**0.553**
defensive	0.208	-0.088	0.050	0.053	0.230	0.017	0.073	-0.166	0.204	**0.525**
egotistical	0.188	0.313	0.119	0.032	0.041	-0.019	0.097	-0.097	0.034	0.420
predictable	0.275	-0.125	0.052	0.005	0.227	0.053	0.119	0.048	0.054	-0.385

Item	1	2	3	4	5	6	7	8	9	10
practical	0.094	-0.109	-0.032	0.240	0.263	0.087	0.052	-0.013	0.138	-0.332

Note. Bold items were retained for the next analysis.
    Extraction Method: Principal Axis Factoring
    Rotation Method: Promax with Kaiser Normalization; Rotation converged in 11 iterations.

Third Analysis and Factor Interpretation. As a result of the second analysis, an EFA

consisting 72 items was re-run using Principal axis factoring and a Promax rotation of Kappa = 6.

A 10-factor solution was maintained from the second analysis, and all 72 items on 10 factors

indicated a clear and meaningful representation in that the lowest loading values of the items

was .489, and all the items were solely-loaded on a factor (See Table 63). The final set of these

72 items was a more conceptually-meaningful representation of the data compared to the initial

dataset. In the final analysis, the total variance by the 10 factors composed of the reduced

number of items accounted for 60.34%. This value was larger than the total variance of the 11

factor solution including all 106 original items (55.76%).

Table 63. Loaded Items and Rotated Factor Matrix in the Third Analysis

Pattern Matrix (Kappa = 6)

	Factor									
Item	1	2	3	4	5	6	7	8	9	10
bland	**0.912**	-0.028	0.064	-0.186	-0.067	-0.031	0.010	-0.034	-0.023	-0.117
vague	**0.811**	-0.087	0.066	-0.008	0.046	-0.007	-0.001	-0.028	-0.055	0.064
unenergetic	**0.794**	-0.004	-0.039	-0.144	0.091	0.043	0.009	0.037	-0.045	-0.017
distrustful	**0.773**	0.036	-0.059	0.172	-0.017	-0.054	-0.154	0.017	-0.012	0.153
harsh	**0.766**	-0.010	0.006	0.121	-0.012	-0.035	-0.142	0.035	0.023	0.106
insecure	**0.761**	0.011	0.013	-0.014	0.056	-0.027	-0.107	-0.021	-0.022	0.117
narrow-minded	**0.754**	0.036	0.024	0.032	-0.106	0.023	0.005	0.007	-0.043	0.009
impersonal	**0.624**	-0.045	0.000	-0.081	0.039	-0.016	0.112	0.092	-0.038	0.002
temperamental	**0.541**	0.099	-0.076	0.141	0.074	-0.104	-0.100	0.070	0.100	0.186
conservative	**0.540**	0.008	0.057	-0.105	-0.113	-0.036	0.396	-0.013	0.009	-0.135
creative	-0.012	**0.879**	0.039	-0.011	-0.042	-0.009	-0.036	-0.101	0.040	0.096
imaginative	-0.029	**0.870**	-0.042	0.051	0.024	-0.043	-0.066	0.070	0.049	0.039
vibrant	-0.007	**0.799**	-0.039	0.011	0.159	-0.073	-0.065	0.072	-0.092	0.045
energetic	-0.069	**0.723**	-0.065	0.008	0.148	-0.006	-0.022	-0.064	0.153	-0.020
glamorous	-0.014	**0.712**	0.108	0.014	0.019	0.091	0.011	-0.054	-0.287	0.253

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Item	1	2	3	4	5	6	7	8	9	10
successful	0.033	**0.685**	-0.004	0.109	-0.101	0.085	0.054	-0.138	-0.002	-0.156
sophisticated	0.114	**0.635**	0.114	-0.026	0.017	0.003	0.102	-0.052	-0.242	0.081
confident	-0.020	**0.594**	0.063	-0.071	0.060	0.000	0.158	-0.026	0.039	-0.180
authentic	-0.053	**0.563**	0.002	-0.014	-0.057	-0.017	0.088	-0.001	0.277	-0.220
proud	0.056	**0.553**	0.026	0.082	0.031	-0.049	0.047	0.113	0.104	-0.115
cool	0.014	-0.073	**0.858**	0.072	-0.059	0.008	-0.045	0.041	-0.032	-0.022
lively	-0.004	0.060	**0.854**	0.056	-0.142	0.014	-0.015	-0.102	0.019	0.082
excitable	-0.019	0.051	**0.848**	-0.119	0.086	0.113	-0.082	-0.016	-0.012	0.094
original	0.046	-0.012	**0.797**	0.070	-0.139	-0.017	-0.063	0.022	0.024	-0.102
artistic	-0.027	0.059	**0.755**	-0.148	0.134	0.015	-0.110	0.108	0.060	0.020
cheerful	-0.001	0.048	**0.702**	-0.018	0.054	0.059	0.055	-0.080	-0.053	0.015
progressive	0.044	0.005	**0.665**	-0.006	0.090	0.009	0.017	0.016	0.035	-0.036
humorous	-0.089	-0.074	**0.575**	-0.041	0.025	0.033	0.192	0.065	0.159	0.246
strong	0.031	0.086	**0.503**	-0.005	-0.011	0.002	0.032	0.065	0.054	-0.170
genuine	0.037	-0.061	**0.489**	0.151	0.020	-0.127	0.123	0.049	0.116	-0.214
trendy	-0.016	0.051	0.015	**0.937**	-0.121	0.006	-0.109	0.056	-0.094	0.091
modern	-0.040	0.078	-0.076	**0.876**	-0.106	0.011	0.000	-0.006	0.035	0.021
innovative	-0.060	-0.048	-0.004	**0.864**	0.070	-0.076	-0.031	0.064	-0.025	0.154
expressive	-0.016	0.061	-0.014	**0.837**	0.081	-0.063	-0.024	0.082	-0.079	0.113
ambitious	0.027	-0.003	0.066	**0.764**	0.004	0.058	-0.043	0.002	-0.024	0.021
contemporary	0.124	0.032	-0.087	**0.666**	-0.029	0.014	0.041	-0.041	0.013	-0.091
charming	0.014	0.026	0.069	**0.648**	0.026	0.049	0.019	-0.089	0.063	0.071
reliable	-0.036	-0.100	0.031	**0.584**	-0.020	0.034	0.205	0.021	-0.012	-0.195
friendly	0.037	-0.072	0.002	**0.556**	0.132	0.036	0.135	-0.031	0.076	-0.176
adventurous	0.000	0.061	-0.082	-0.043	**0.900**	-0.017	-0.110	0.055	0.141	-0.058
passionate	-0.085	0.091	-0.090	-0.100	**0.854**	-0.054	0.131	0.059	0.051	0.149
exciting	0.064	0.002	0.009	0.040	**0.836**	0.052	-0.169	-0.075	-0.040	-0.070
spirited	0.038	0.031	0.119	-0.063	**0.821**	0.040	-0.128	0.057	-0.026	-0.109
bold	0.010	-0.019	0.053	0.128	**0.748**	0.091	-0.141	-0.001	-0.032	-0.045
happy	0.029	-0.034	0.111	0.070	**0.638**	0.128	0.069	-0.127	-0.108	-0.096
emotional	0.048	0.076	-0.066	-0.079	**0.594**	-0.052	0.113	0.176	0.026	0.228
shallow	-0.088	-0.011	0.137	0.041	0.051	**0.830**	-0.145	0.086	-0.124	0.018
wasteful	-0.007	-0.039	0.144	0.029	-0.050	**0.803**	-0.084	-0.051	-0.003	0.114
impractical	-0.078	-0.004	0.141	-0.029	0.061	**0.714**	-0.190	0.190	-0.048	-0.003
unfriendly	0.012	0.030	-0.100	-0.078	0.052	**0.706**	0.019	0.001	0.124	0.082
insincere	0.086	-0.108	0.040	-0.002	0.011	**0.667**	0.064	0.058	-0.001	0.175
dull	0.057	0.057	-0.323	0.011	0.016	**0.597**	0.128	0.010	0.065	0.027
unadventurous	0.150	0.050	-0.273	0.009	0.031	**0.557**	0.035	0.009	0.068	-0.113
traditional	-0.077	0.042	-0.094	-0.024	-0.281	-0.016	**0.968**	0.195	-0.095	0.186
modest	-0.002	0.046	0.008	-0.034	-0.236	-0.073	**0.801**	0.071	0.082	0.187
wholesome	0.020	-0.010	-0.050	0.023	0.146	-0.259	**0.790**	0.105	-0.036	0.232
dependable	-0.082	-0.099	-0.005	-0.075	0.299	0.063	**0.669**	-0.170	-0.092	-0.016

Item	1	2	3	4	5	6	7	8	9	10
mature	-0.035	-0.025	0.030	0.033	0.159	0.000	**0.653**	-0.096	-0.047	0.161
real	-0.082	-0.053	-0.051	0.057	0.355	-0.100	**0.625**	0.104	-0.035	-0.048
consistent	-0.072	-0.013	0.086	0.057	0.008	0.082	**0.608**	-0.175	-0.057	-0.031
unsophisticated	-0.017	-0.128	0.078	0.047	-0.054	0.053	0.156	**0.792**	0.021	-0.113
inefficient	0.018	0.037	-0.077	-0.042	0.106	0.055	0.051	**0.777**	-0.012	-0.009
disorganized	0.143	-0.024	0.009	0.044	0.113	0.040	-0.008	**0.766**	-0.110	-0.027
immature	0.073	-0.018	0.009	0.049	0.228	0.073	-0.154	**0.706**	0.064	-0.091
uncreative	-0.049	0.104	0.062	-0.045	-0.412	0.166	0.428	**0.625**	-0.035	0.049
tactless	0.124	-0.036	0.061	0.067	0.009	0.033	0.025	**0.548**	0.147	-0.010
outdoorsy	-0.037	0.011	0.096	-0.105	0.144	-0.184	-0.061	0.054	**0.799**	0.131
masculine	-0.072	0.038	0.047	-0.036	-0.082	0.114	-0.107	0.022	**0.742**	-0.089
rough	0.064	-0.142	-0.017	0.081	0.056	0.032	-0.017	-0.136	**0.666**	0.262
hypocritical	0.127	0.008	-0.033	0.083	-0.021	0.060	0.305	-0.028	0.015	**0.784**
manipulative	0.193	0.124	0.047	0.037	-0.035	0.136	0.083	-0.119	0.120	**0.564**
defensive	0.162	-0.053	0.069	0.040	-0.009	0.092	0.240	-0.170	0.185	**0.539**

Note. Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

Rotation converged in 9 iterations.

Factor 1 accounted for 23.41% of the total variance with item loading values ranged from .540 to .912 (See Table 64). Factor 1 contained 10 items (*bland*, *vague*, *unenergetic*, *distrustful*, *harsh*, *insecure*, *narrow-minded*, *impersonal*, *temperamental*, and *conservative*) that reflected negative personality traits. In the mean differences between descriptiveness of personality traits in the respondents' most and least favorite brands, all of the 10 items had higher mean scores in the latter. Further, the mean differences of 9 items were statistically significant at p < .001 level, but it was found that an item, *conservative*, did not show statistically significant result of positivity or negativity ($p = .215$). In the favorability ratings of these 10 personality traits of the respondents' favorite brands, the highest ranked trait was *conservative* ($M = 3.49$), and the lowest ranked trait was *distrustful* ($M = 2.10$). These 10 items were retained as the primary loadings for Factor 1, and it was named *bureaucracy*.

Table 64. Paired Samples t-test – *bureaucracy*

Item	P/N	M	L	M - L	SD	t	Sig.
Bland	N	2.304	4.134	-1.830	2.204	-19.240	.000
Vague	N	2.380	3.552	-1.172	1.871	-14.497	.000
Unenergetic	N	2.261	3.699	-1.438	2.066	-16.078	.000
Distrustful	N	2.104	3.465	-1.360	1.902	-16.650	.000
Harsh	N	2.144	3.376	-1.232	1.689	-16.923	.000
Insecure	N	2.111	3.535	-1.424	1.893	-17.525	.000
Narrow-minded	N	2.341	3.591	-1.250	1.915	-15.105	.000
Impersonal	N	2.568	3.827	-1.259	1.952	-14.925	.000
Temperamental	N	2.638	3.505	-.867	1.883	-1.709	.000
Conservative*	N	3.486	3.604	-.118	2.204	-1.242	.215

Note. Asterisk indicates an insignificant result at $p < .05$.
   P/N indicates whether an item is a positive or negative item.
   M indicates the descriptiveness of the item of the respondents' most favorite brands.
   L indicates the descriptiveness of the item of the respondents' least favorite brands.
   M – L indicates the mean differences between the descriptiveness of the item in cases of the most and least favorite brands.

The variance explained by Factor 2 equaled 17.25% with item-loading values ranging from .553 to .879. As displayed in Table 65, the 10 items (*creative*, *imaginative*, *vibrant*, *energetic*, *glamorous*, *successful*, *sophisticated*, *confident*, *authentic*, and *proud*) were loaded on Factor 2, and they reflected positive personality traits. In factor 2, the most favorable trait was *successful* ($M = 5.24$) and the least favorable was *glamorous* ($M = 4.05$). In factor 2, all 10 items had higher mean scores in the descriptiveness of respondents' favorite brands than their least favorite brands. Moreover, the mean differences of the descriptiveness between the favorite and least favorite brands were statistically significant at $p < .001$ level. These 12 items are related to positive personality traits, and factor 2 was named *accomplishment*.

Table 65. Paired Samples t-test – *Accomplishment*

Item	P/N	M	L	M - L	SD	t	Sig.
Creative	P	4.605	2.923	1.683	1.952	2.053	.000
Imaginative	P	4.491	2.910	1.580	1.956	18.705	.000
Vibrant	P	4.439	2.865	1.573	1.982	18.417	.000
Energetic	P	4.722	3.023	1.699	1.764	22.231	.000
Glamorous	P	4.052	2.657	1.394	2.217	14.600	.000

Item	P/N	M	L	M - L	SD	t	Sig.
Successful	P	5.244	3.336	1.909	1.788	24.833	.000
Sophisticated	P	4.392	2.786	1.606	2.024	18.451	.000
Confident	P	5.105	3.265	1.840	1.756	24.324	.000
Authentic	P	4.942	3.129	1.814	1.855	22.779	.000
Proud	P	4.669	3.361	1.308	2.017	15.114	.000

Factor 3 that accounted for 3.92% of the total variance had 10 loaded items (*cool*, *lively*,

excitable, *original*, *artistic*, *cheerful*, *progressive*, humorous, *strong*, and *genuine*) (See Table 66).

Item loading values ranged from .489 to .858, and the 10 items reflected positive meanings of

personality. All 10 items were statistically significant at p < .001 level in the mean differences in

the descriptiveness of the favorite and least favorite brands. In factor 3, *genuine* had the highest

mean score (*M* = 4.92), and *humorous* had the lowest mean score (*M* = 3.57). Factor 3 was

named *vitality*.

Table 66. Paired Samples t-test – *Vitality*

Item	P/N	M	L	M - L	SD	t	Sig.
Cool	P	4.672	2.782	1.890	1.972	22.350	.000
Lively	P	4.582	3.052	1.530	1.945	18.262	.000
Excitable	P	4.263	2.891	1.372	2.020	15.767	.000
Original	P	4.733	3.167	1.566	2.028	17.979	.000
Artistic	P	4.125	2.872	1.254	2.108	13.808	.000
Cheerful	P	4.622	3.086	1.536	1.843	19.348	.000
Progressive	P	4.417	2.891	1.526	2.000	17.715	.000
Humorous	P	3.567	2.763	.804	1.815	1.320	.000
Strong	P	4.737	3.137	1.600	1.873	19.852	.000
Genuine	P	4.918	3.164	1.754	1.799	22.720	.000

Factor 4, which accounted for 3.48% of total variance, had 9 items (*trendy*, *modern*,

innovative, *expressive*, *ambitious*, *contemporary*, *charming*, *reliable*, and *friendly*) (See Table

67). The loading values of these 9 items ranged from the lowest value of .556 and the highest

value of .937. The factor 4 consisted of positive personality traits because all of the 9 items had

positive values in M – L. In factor 4, *reliable* was the most favorable trait (*M* = 5.44), and

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charming was the least favorable trait (*M* = 4.32). In terms of interpretation, Factor 4 was named

contemporariness.

Table 67. Paired Samples t-test – *Contemporariness*

Item	P/N	M	L	M - L	SD	t	Sig.
Trendy	P	4.566	3.114	1.452	2.442	13.885	.000
Modern	P	4.952	3.281	1.671	1.993	19.466	.000
Innovative	P	4.609	2.969	1.641	2.063	18.483	.000
Expressive	P	4.580	3.068	1.512	1.970	17.910	.000
Ambitious	P	4.444	3.117	1.327	1.960	15.729	.000
Contemporary	P	4.562	3.274	1.288	2.001	15.011	.000
Charming	P	4.317	2.729	1.588	1.851	19.874	.000
Reliable	P	5.444	3.162	2.282	1.852	28.558	.000
Friendly	P	4.921	3.214	1.707	1.812	21.816	.000

As displayed in Table 68, factor 5 had 7 primary loadings (*adventurous*, *passionate*,

exciting, *spirited*, *bold*, *happy*, and *emotional*) and accounted for 3.22% of the variance. The

item-loading values ranged from .594 to .900; the items reflected positive meanings of

personality. In factor 5, *happy* had the highest mean score (*M* = 4.87), and *emotional* had the

lowest mean score (*M* = 3.36). Factor 5 was labeled *courageousness*.

Table 68. Paired Samples t-test – *Courageousness*

Item	P/N	M	L	M - L	SD	t	Sig.
Adventurous	P	4.244	2.988	1.256	1.951	14.966	.000
Passionate	P	4.167	2.874	1.293	1.887	16.043	.000
Exciting	P	4.641	2.789	1.852	2.001	21.450	.000
Spirited	P	4.519	3.139	1.380	1.902	16.675	.000
Bold	P	4.486	3.086	1.400	1.922	16.976	.000
Happy	P	4.865	3.257	1.608	1.793	2.845	.000
Emotional	P	3.361	3.012	.348	1.892	4.297	.000

Factor 6 accounted for 2.78% of total variance with item loading values ranging from .557

to .830. Factor 6 contained 7 items (*shallow*, *wasteful*, *impractical*, *unfriendly*, *insincere*, *dull*,

and *unadventurous*), which represented negative personality traits (See Table 69). In factor 6,

unadventurous had the highest mean score (*M* = 2.43), and *unfriendly* had the lowest mean score

(*M* = 2.21). Factor 6 was named *superficiality*.

Table 69. Paired Samples t-test – *Superficiality*

Item	P/N	M	L	M - L	SD	t	Sig.
Shallow	N	2.396	3.538	-1.142	2.014	-13.133	.000
Wasteful	N	2.238	3.410	-1.172	1.908	-14.359	.000
Impractical	N	2.253	3.575	-1.322	2.034	-15.107	.000
Unfriendly	N	2.214	3.490	-1.276	1.774	-16.629	.000
Insincere	N	2.224	3.459	-1.235	1.837	-15.622	.000
Dull	N	2.221	4.030	-1.810	2.077	-2.284	.000
Unadventurous	N	2.431	3.715	-1.284	2.071	-14.403	.000

As displayed in Table 70, factor 7, explaining 1.91% of total variance, had 7 loaded items

(*traditional*, *modest*, *wholesome*, *dependable*, *mature*, *real*, and *consistent*), and item loading

values ranged from .608 to .968. The 7 items indicated positive meanings of personality. In

factor 7, *consistent* was the most favorable personality item (*M* = 5.19), and *modest* was

relatively the least favorable item (*M* = 3.72). Factor 7 was labeled *stability*.

Table 70. Paired Samples t-test – *Stability*

Item	P/N	M	L	M - L	SD	t	Sig.
Traditional	P	4.207	3.529	.678	2.551	6.185	.000
Modest	P	3.719	3.161	.559	1.974	6.578	.000
Wholesome	P	4.311	3.163	1.14871	1.86555	14.348	.000
Dependable	P	5.331	3.245	2.087	1.904	25.565	.000
Mature	P	4.543	3.185	1.358	1.962	16.037	.000
Real	P	5.069	3.293	1.776	1.794	22.918	.000
Consistent	P	5.186	3.548	1.638	1.913	19.902	.000

Factor 8, which accounted for 1.70% of total variance, had 6 items (*unsophisticated*,

inefficient, *disorganized*, *immature*, *uncreative*, and *tactless*) (See Table 71). The loading values

of these 6 items ranged from a low of .548 to a high of .792 and represented negative personality

traits. In factor 8, *unsophisticated* had relatively the highest mean score (*M* = 2.48), and

inefficient had the lowest mean score (*M* = 2.18). Factor 8 was named *unrefinedness*.

Table 71. Paired Samples t-test – *Unrefinedness*

Item	P/N	M	L	M - L	SD	t	Sig.
Unsophisticated	N	2.479	4.011	-1.532	2.124	-16.699	.000
Inefficient	N	2.179	3.743	-1.564	1.982	-18.279	.000
Disorganized	N	2.202	3.380	-1.179	1.861	-14.682	.000
Immature	N	2.248	3.598	-1.350	1.937	-16.200	.000
Uncreative	N	2.354	3.905	-1.552	2.143	-16.870	.000
Tactless	N	2.359	3.400	-1.041	1.711	-14.125	.000

As displayed in Table 72, factor 9 had 3 primary loadings (*outdoorsy*, *masculine*, and *rough*) and accounted for 1.41% of the variance. The item-loading values ranged from .666 to .799. In factor 9, *masculine* had the highest mean score ($M = 3.44$), and *rough* had the lowest mean score ($M = 2.85$). Factor 9 was labeled *ruggedness*.

Table 72. Paired Samples t-test – *Ruggedness*

Item	P/N	M	L	M - L	SD	t	Sig.
Outdoorsy	P	3.250	2.943	.307	2.197	3.249	.001
Masculine	P	3.439	3.387	.052	2.363	.511	.609
Rough	N	2.851	3.289	-.438	2.047	-4.972	.000

Factor 10 accounted for 1.27% of total variance with item loading values ranging from .539 to .784. As seen Table 73, factor 10 contained 3 items (*hypocritical*, *manipulative*, and *defensive*), which are negative personality items. In factor 10, *defensive* had the highest mean score ($M = 2.73$), and *hypocritical* had the lowest mean score ($M = 2.21$). Factor 10 was named *deceptiveness*.

Table 73. Paired Samples t-test – *Deceptiveness*

Item	P/N	M	L	M - L	SD	t	Sig.
Hypocritical	N	2.209	3.342	-1.133	1.763	-14.936	.000
Manipulative	N	2.366	3.306	-.940	1.832	-11.924	.000
Defensive	N	2.729	3.191	-.463	1.903	-5.649	.000

Table 74. Brand personality Dimensions and the Traits

Dimension	Traits
Bureaucracy	Bland, vague, unenergetic, distrustful, harsh, insecure, narrow-minded, impersonal, temperamental, and conservative
Accomplishment	Creative, imaginative, vibrant, energetic, glamorous, successful, sophisticated, confident, authentic, and proud
Vitality	Cool, lively, excitable, original, artistic, cheerful, progressive, humorous, strong, and genuine
Contemporaries	Trendy, modern, innovative, expressive, ambitious, contemporary, charming, reliable, and friendly
Courageousness	Adventurous, passionate, exciting, spirited, bold, happy, and emotional
Superficiality	Shallow, wasteful, impractical, unfriendly, insincere, dull, and unadventurous
Stability	Traditional, modest, wholesome, dependable, mature, real, and consistent
Unrefinedness	Unsophisticated, inefficient, disorganized, immature, uncreative, and tactless
Ruggedness	Outdoorsy, masculine, and rough
Deceptiveness	Hypocritical, manipulative, and defensive

Factor Correlation. As displayed in Table 75, correlation-coefficient values ranged from

-.403 to .629. According to Gorsuch (1983), "Factoring the correlations among the factors gives

rise to higher-order factors" (p. 239). The results indicated relatively high correlations between

positive factors and between negative factors, and low correlations between positive and

negative factors. Correlation-coefficient values between positive factors ranged from .466

to .629, and the values between negative factors ranged from .371 to .628. However, correlation-

coefficient values between positive and negative factors ranged from -.403 to .184.

Table 75. Factor Correlation Matrix

Factor	BR	AP	VT	CT	CR	SF	SB	UR	RG	DT
BR	1.000									
AP	.087	1.000								
VT	-.049	.569	1.000							
CT	-.096	.534	.592	1.000						
CR	.093	.566	.629	.612	1.000					
SF	.628	.107	-.013	.127	.151	1.000				
SB	.143	.466	.513	.560	.536	.184	1.000			
UR	.600	-.073	-.148	-.137	-.088	.614	-.106	1.000		
RG	.511	.138	.171	.171	.175	.472	.337	.432	1.000	
DT	.409	-.213	-.263	-.271	-.122	.371	-.403	.583	.188	1.000

Note. Extraction Method: Principal Axis Factoring.
Rotation Method: Promax with Kaiser Normalization.
BR = Bureaucracy; AP = Accomplishment; VT = Vitality; CT = Contemporariness;
CR = Courageousness; SF = Superficiality; SB = Stability; CD = Unrefinedness; RG = Ruggedness;
DT = Deceptiveness.

Confirming Reliability and Measurement Model. SPSS (Statistical Package for the Social Sciences) was used to produce internal consistency reliability coefficients for the 10 factors derived by EFA. As displayed in Table 76, Reliability (alpha) coefficients ranged from .761 to .793 with an overall value of the internal consistency for all 100 items equal to .793. As a rule of thumb, Nunnally (1978) suggested that the reliability coefficient of each subscale should be more than .70. In this study, the reliability coefficients of the five factors derived from the EFA were all higher than .70.

Table 76. Reliability Coefficients of the 10 Dimensions

Factor	The Number of Primary Loaded Items	Cronbach's Alpha
Bureaucracy	10 Items	0.781
Accomplishment	10 Items	0.776
Vitality	10 Items	0.772
Contemporariness	9 Items	0.776
Courageousness	7 Items	0.761
Superficiality	7 Items	0.777
Stability	7 Items	0.775
Unrefinedness	6 Items	0.780
Ruggedness	3 Items	0.782
Deceptiveness	3 Items	0.775
Total Items	72 Items	0.793

The Similarity/Difference of Brand Personality Dimensions across Gender and Social group (RQ 7 and RQ 8)

To examine the extent to which brand personality dimensions (in terms of 10 dimensions: Bureaucracy, Accomplishment, Vitality, Contemporariness, Courageousness, Superficiality, Stability, Unrefinedness, Ruggedness, and Deceptiveness) differs across gender and social group, mean scores for each of the 10 dimensions were compared. A 2 (gender: male vs. female) x 2 (social group: college students vs. non-student adults) between-subject analysis of variance (ANOVA) was conducted.

Bureaucracy. As shown in Table 78, the results of a 2 x 2 ANOVA on the bureaucracy (in terms of 10 items: bland, vague, unenergetic, distrustful, harsh, insecure, narrow-minded, impersonal, temperamental, and conservative) yielded significant main effects for social group, $F (1, 496) = 5.891, p < .05$, as well as gender $F (1, 496) = 8.950, p < .01$. However, the social group x gender interaction was insignificant, $F (1, 496) = .003, p = .956$. In other words, male subjects are more likely to have higher mean scores on the bureaucracy than ($M = 2.601$) than their female counterparts ($M = 2.348$) ($p < .01$) (See Table 77 and Table 78). Further, the ANOVA results indicated that college students have higher bureaucracy mean scores ($M = 2.508$) than non-student adults ($M = 2.325$) ($p < .05$). Taken together, the results suggested that male subjects are more likely to associate most favorite brands with the personality trait of the bureaucracy than females. In general, the bureaucracy is more favorable to college students than non-student adults.

Table 77. Means and Standard Deviations - *Bureaucracy*

Group	Gender	Mean	Std. Deviation	N
	Male	**2.454**	.967	78
Non-student Adults	Female	2.176	.994	68
	Total	2.325	.986	146
	Male	**2.689**	1.015	132
College Students	Female	2.401	.890	222
	Total	2.508	.947	354
	Male	**2.601**	1.002	210
Total	Female	2.348	.918	290
	Total	2.454	.962	500

Table 78. Tests of Between-Subjects Effects - *Bureaucracy*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	13.155(a)	3	4.385	4.853	.002
Intercept	2384.944	1	2384.944	2639.532	.000
Social group	5.323	1	5.323	5.891	.016
Gender	8.086	1	8.086	8.950	.003
Social group x Gender	.003	1	.003	.003	.956
Error	448.160	496	.904		
Total	3473.232	500			
Corrected Total	461.315	499			

Note. (a). R Squared = .029 (Adjusted R Squared = .023)

Accomplishment. As displayed in Table 80, the results of an ANOVA on the accomplishment (in terms of 10 items: creative, imaginative, vibrant, energetic, glamorous, successful, sophisticated, confident, authentic, and proud) yielded significant main effects for social group, $F (1, 505) = 7.149$, $p < .01$, and for gender, $F (1, 505) = 30.627$, $p < .001$. Female participants were more likely to describe their favorite brands in terms of accomplishment ($M = 4.982$) than male participants ($M = 4.274$). In addition, regardless of gender, college students had higher mean scores on accomplishment personality traits ($M = 4.807$) than non-student adults ($M = 4.394$) (See Table 79). However, an insignificant social group x gender interaction was found on the accomplishment, $F (1, 505) = 1.252$, $p = .264$. Although the social group x gender interaction was not significant, as shown Table 80, the results suggest that female students had higher mean scores for accomplishment than non-student female adults. Also, male

students were more likely to perceive their favorite brands to represent ruggedness than non-student male adults.

Table 79. Means and Standard Deviations - *Accomplishment*

Group	Gender	Mean	Std. Deviation	N
	Male	4.168	1.300	84
Non-student Adults	**Female**	**4.661**	1.154	71
	Total	4.394	1.256	155
	Male	4.342	1.249	132
College Students	**Female**	**5.084**	1.005	222
	Total	4.807	1.158	354
	Male	4.274	1.269	216
Total	**Female**	**4.982**	1.057	293
	Total	4.681	1.202	509

Table 80. Tests of Between-Subjects Effects -*Accomplishment*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	73.418(a)	3	24.473	18.698	.000
Intercept	8753.561	1	8753.561	6688.153	.000
Social group	9.357	1	9.357	7.149	.008
Gender	40.085	1	40.085	30.627	.000
Social group x Gender	1.639	1	1.639	1.252	.264
Error	660.952	505	1.309		
Total	11889.525	509			
Corrected Total	734.370	508			

Note. (a) R Squared = .100 (Adjusted R Squared = .095)

Vitality. The results of a 2 x 2 between-subjects ANOVA on vitality (in term of 10 items: cool, lively, excitable, original, artistic, cheerful, progressive, humorous, strong, and genuine) yielded significant main effects for social group, $F(1, 510) = 5.386$, $p < .05$, and gender, $F(1, 510) = 19.597$, $p < .001$ (See Table 82). However, the social group x gender interaction was insignificant, $F(1, 510) = .393$, $p = .531$. Overall, college students showed higher mean scores on vitality personality traits ($M = 4.568$) than non-student adults ($M = 4.221$). Also, shown in Table 81, female subjects had higher mean scores on vitality ($M = 4.696$) than male subjects ($M = 4.142$). The overall results on vitality were similar to those of accomplishment, featuring

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consistent main effects for social group and gender in addition to an insignificant interaction

effect of social group and gender.

Table 81. Means and Standard Deviations - *Vitality*

Group	Gender	Mean	Std. Deviation	N
Non-student Adults	Male	4.029	1.270	87
	Female	**4.450**	1.176	73
	Total	4.221	1.243	160
College Students	Male	4.217	1.204	132
	Female	**4.777**	1.049	222
	Total	4.568	1.141	354
Total	Male	4.142	1.231	219
	Female	**4.696**	1.089	295
	Total	4.460	1.183	514

Table 82. Tests of Between-Subjects Effects - *Vitality*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	46.232(a)	3	15.411	11.700	.000
Intercept	8190.350	1	8190.350	6218.040	.000
Social group	7.094	1	7.094	5.386	.021
Gender	25.813	1	25.813	19.597	.000
Social group x Gender	.518	1	.518	.393	.531
Error	671.768	510	1.317		
Total	10941.702	514			
Corrected Total	717.999	513			

Note. (a) R Squared = .064 (Adjusted R Squared = .059)

Contemporariness. To examine the differences of social group and gender on

contemporariness (in terms of 10 items: trendy, modern, innovative, expressive, ambitious,

contemporary, charming, reliable, and friendly), a 2 (social group) x 2 (gender) between subjects

ANOVA was conducted. As displayed in Table 84, the results yielded statistically main effects

for consumer, $F (1, 520) = 18.164, p < .001$, as well as gender, $F (1, 520) = 27.090, p < .001$.

However, the social group x gender interaction was statistically insignificant, $F (1, 520) = .446, p$

$= .504$. As shown Table 83, the results of the ANOVA suggested that regardless of social group,

female participants were more likely to have higher mean scores on contemporariness

personality traits ($M = 4.969$) than male participants ($M = 4.392$) ($p < .001$). The effects of

gender differences between students (male $M = 4.527$ vs. female $M = 5.094$) and non-student adults (male $M = 4.198$ vs. female $M = 4.616$) were similar. Further, regardless of gender, college students had higher mean scores on contemporariness personality traits ($M = 4.882$) than non-student adults ($M = 4.390$) ($p < .001$).

Table 83. Means and Standard Deviations - *Contemporariness*

Group	Gender	Mean	Std. Deviation	N
	Male	4.198	1.264	92
Non-student Adults	**Female**	**4.616**	1.193	78
	Total	4.390	1.246	170
	Male	4.527	1.268	132
College Students	**Female**	**5.094**	1.079	222
	Total	4.882	1.184	354
	Male	4.392	1.274	224
Total	**Female**	**4.969**	1.127	300
	Total	4.723	1.225	524

Table 84. Tests of Between-Subjects Effects - *Contemporariness*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	61.777(a)	3	20.592	14.814	.000
Intercept	9500.862	1	9500.862	6835.026	.000
Social group	18.164	1	18.164	13.067	.000
Gender	27.090	1	27.090	19.489	.000
Social group x Gender	.620	1	.620	.446	.504
Error	722.813	520	1.390		
Total	12471.303	524			
Corrected Total	784.590	523			

Note. (a) R Squared = .079 (Adjusted R Squared = .073)

Courageousness. As displayed in Table 86, the results of an ANOVA on courageousness (in terms of 7 traits: adventurous, passionate, exciting, spirited, bold, happy, and emotional) yielded significant main effects for social group, $F (1, 521) = 14.305$, $p < .01$, and for gender, $F (1, 521) = 23.023$, $p < .001$. Female participants were more likely to perceive their favorite brands to convey courageousness ($M = 4.585$) than male participants ($M = 4.053$) (See Table 85). This gender difference was more evident among students (male $M = 4.112$ vs. female $M = 4.723$) than among non-student adults (male $M = 3.914$ vs. female $M = 4.207$). Also,

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college student are more likely to have higher mean scores on courageousness personality traits ($M = 4.495$) than non-student adults ($M = 4.053$). However, an insignificant interaction of social group x gender was found, $F(1, 521) = 1.496$, $p = .169$.

Table 85. Means and Standard Deviations - *Courageousness*

Group	Gender	Mean	Std. Deviation	N
	Male	3.914	1.217	90
Non-student Adults	**Female**	**4.207**	1.357	81
	Total	4.053	1.289	171
	Male	4.112	1.297	132
College Students	**Female**	**4.723**	1.126	222
	Total	4.495	1.227	354
	Male	4.031	1.266	222
Total	**Female**	**4.585**	1.211	303
	Total	4.351	1.263	525

Table 86. Tests of Between-Subjects Effects - *Courageousness*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	57.107(a)	3	19.036	12.725	.000
Intercept	8089.592	1	8089.592	5407.620	.000
Social group	14.305	1	14.305	9.563	.002
Gender	23.023	1	23.023	15.390	.000
Social group x Gender	2.843	1	2.843	1.900	.169
Error	779.396	521	1.496		
Total	10774.545	525			
Corrected Total	836.503	524			

Note. (a) R Squared = .068 (Adjusted R Squared = .063)

Superficiality. As shown in Table 88, the results of a 2 x 2 ANOVA on superficiality (in terms of 7 items: shallow, wasteful, impractical, unfriendly, insincere, dull, and unadventurous) yielded significant main effects for social group, $F(1, 509) = 17.700$, $p < .001$, and gender, $F(1, 509) = 14.991$, $p < .001$. However, the social group x gender interactions were insignificant as other dimensions, $F(1, 509) = 1.529$, $p = .217$. For gender, male subjects were more likely to have higher mean scores on superficial personality traits ($M = 2.454$) than female subjects ($M = 2.190$) (See Table 87). This gender difference was more evident among non-student adults (male $M = 2.278$ vs. female $M = 1.780$) than among college students (male $M = 2.573$ vs. female $M =$

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2.320). Regardless of gender, college student had higher mean scores on superficiality

personality traits (*M* = 2.414) than non-student adults (*M* = 2.058). The overall results of

superficiality were similar with those of bureaucracy.

Table 87. Means and Standard Deviations - *Superficiality*

Group	Gender	Mean	Std. Deviation	N
	Male	**2.278**	1.043	89
Non-student Adults	Female	1.780	.930	70
	Total	2.058	1.022	159
	Male	**2.573**	1.097	132
College Students	Female	2.320	.999	222
	Total	2.414	1.042	354
	Male	**2.454**	1.083	221
Total	Female	2.190	1.008	292
	Total	2.304	1.048	513

Table 88. Tests of Between-Subjects Effects - *Superficiality*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	28.884(a)	3	9.628	9.190	.000
Intercept	2130.091	1	2130.091	2033.093	.000
Social group	18.544	1	18.544	17.700	.000
Gender	14.991	1	14.991	14.308	.000
Social group x Gender	1.602	1	1.602	1.529	.217
Error	533.284	509	1.048		
Total	3284.949	513			
Corrected Total	562.169	512			

Note. (a) R Squared = .051 (Adjusted R Squared = .046)

Stability. As displayed in Table 90, the results of a 2 x 2 ANOVA on stability (in terms

of 7 items: traditional, modest, wholesome, dependable, mature, real, and consistent) yielded a

significant main effect for gender, $F (1, 513) = 5.509$, p < .05. However, an insignificant main

effect for social group was found ($F (1, 513) = .965$, p = .326), and the social group x gender

interaction was also insignificant, $F (1, 513) = 1.848$, p = .175. For gender, female participants

were more likely to have higher mean scores on stability personality traits (*M* = 4.691) than male

participants (*M* = 4.505) (See Table 89). Although social group appeared to be an insignificant

factor in consumers' perception of their favorite brands in terms of stability, but non-student

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adults were more likely to have higher mean scores on stability personality traits ($M = 4.670$)

than college students ($M = 4.587$).

Table 89. Means and Standard Deviations - *Stability*

Group	Gender	Mean	Std. Deviation	N
Non-student Adults	Male	4.480	1.344	85
	Female	**4.876**	1.071	78
	Total	4.670	1.233	163
College Students	Male	4.521	1.085	132
	Female	**4.626**	1.053	222
	Total	4.587	1.065	354
Total	Male	4.505	1.190	217
	Female	**4.691**	1.062	300
	Total	4.613	1.120	517

Table 90. Tests of Between-Subjects Effects - *Stability*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	8.075(a)	3	2.692	2.160	.092
Intercept	9337.738	1	9337.738	7493.922	.000
Social group	1.202	1	1.202	.965	.326
Gender	6.864	1	6.864	5.509	.019
Social group x Gender	2.303	1	2.303	1.848	.175
Error	639.219	513	1.246		
Total	11648.675	517			
Corrected Total	647.294	516			

Note. (a) R Squared = .012 (Adjusted R Squared = .007)

Unrefinedness. As displayed in Table 92, the results of the ANOVA on unrefinedness

(in terms of 6 items: unsophisticated, inefficient, disorganized, immature, uncreative, and tactless)

yielded a statistically significant main effect for gender ($F (1, 518) = 26.449$, $p < .001$) and for

social group, $F (1, 518) = 25.232$, $p < .001$. However, the social group x gender interaction was

insignificant, $F (1, 518) = .413$, $p = .521$. Male participants are more likely to have higher mean

scores on unrefinedness personality traits ($M = 2.560$) than female participants ($M = 2.118$) (See

Table 91). Further, college students are more likely to perceive their favorite brands in terms of

unrefinedness ($M = 2.431$) than non-student adults ($M = 2.036$).

Table 91. Means and Standard Deviations - *Unrefinedness*

Group	Gender	Mean	Std. Deviation	N
Non-student Adults	**Male**	**2.240**	.998	87
	Female	1.817	.921	81
	Total	2.036	.982	168
College Students	**Male**	**2.772**	1.022	132
	Female	2.228	.994	222
	Total	2.431	1.037	354
Total	**Male**	**2.560**	1.043	219
	Female	2.118	.990	303
	Total	2.304	1.035	522

Table 92. Tests of Between-Subjects Effects - *Unrefinedness*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	49.703(a)	3	16.568	16.873	.000
Intercept	2283.163	1	2283.163	2325.309	.000
Social group	24.775	1	24.775	25.232	.000
Gender	25.969	1	25.969	26.449	.000
Social group x Gender	.405	1	.405	.413	.521
Error	508.611	518	.982		
Total	3328.441	522			
Corrected Total	558.314	521			

Note. (a) R Squared = .089 (Adjusted R Squared = .084)

Ruggedness. As displayed in Table 94, the results of an ANOVA on ruggedness (in terms of three items: outdoorsy, masculine, and rough) yielded a significant main effect for gender, $F (1, 536) = 55.999$, $p < .001$. However, the main effect for social group was not found ($F (1, 536) = .829$, $p = .363$. In other words, regardless of social group, male subjects are more likely to perceive their favorite brands in terms of ruggedness ($M = 3.704$) than their female counterparts ($M = 2.785$) (See Table 93). The mean difference between males and females is much larger than the differences of mean scores in other dimensions. For social group, the result was not statistically significant, but non-student adults are more likely to have higher mean scores on ruggedness personality traits ($M = 3.354$) than college students ($M = 3.090$). The social group x gender interaction was statistically significant, $F (1, 536) = 4.754$, $p < 05$.

Table 93. Means and Standard Deviations - *Ruggedness*

Group	Gender	Mean	Std. Deviation	N
Non-student Adults	**Male**	**3.624**	1.126	101
	Female	3.033	1.196	85
	Total	3.354	1.193	186
College Students	**Male**	**3.765**	1.331	132
	Female	2.689	1.182	222
	Total	3.090	1.343	354
Total	**Male**	**3.704**	1.245	233
	Female	2.785	1.194	307
	Total	3.181	1.298	540

Table 94. Tests of Between-Subjects Effects - *Ruggedness*

Source	Type III Sum Of Squares	df	Mean Square	F	Sig.
Corrected Model	120.393(A)	3	40.131	27.310	.000
Intercept	5094.233	1	5094.233	3466.792	.000
Social group	1.218	1	1.218	.829	.363
Gender	82.287	1	82.287	55.999	.000
Social group x Gender	6.986	1	6.986	4.754	.030
Error	787.618	536	1.469		
Total	6372.736	540			
Corrected Total	908.011	539			

Note. (a) R Squared = .133 (Adjusted R Squared = .128)

Deceptiveness. As displayed in Table 96, the ANOVA on deceptiveness (in terms of three items: hypocritical, manipulative, and defensive) results indicated that both social group, $F(1, 532) = 13.213$, $p < .001$, and gender, $F(1, 532) = 8.861$, $p < .01$, were significant. However, the social group x gender interaction was insignificant, $F(1, 532) = .007$, $p = .934$. Regardless of gender, college students are more likely to have higher mean scores on deceptiveness ($M = 2.544$) than non-student adults ($M = 2.227$) (See Table 95). Also, male subjects are more likely to have higher mean scores on the deceptiveness personality traits ($M = 2.575$) than female subjects ($M = 2.333$). The gender difference was similar in the groups of students (male $M = 2.727$ vs. female $M = 2.425$) and non-student adults (male $M = 2.369$ vs. female $M = 2.061$).

Table 95. Means and Standard Deviations - *Deceptiveness*

Group	Gender	Mean	Std. Deviation	N
	Male	**2.369**	1.026	98
Non-student Adults	Female	2.061	1.115	84
	Total	2.227	1.076	182
	Male	**2.727**	1.112	132
College Students	Female	2.435	1.096	222
	Total	2.544	1.110	354
	Male	**2.575**	1.089	230
Total	Female	2.333	1.112	306
	Total	2.436	1.108	536

Table 96. Tests of Between-Subjects Effects - *Deceptiveness*

Source	Type III Sum of	df	Mean	F	Sig.
Corrected Model	23.481(a)	3	7.827	6.578	.000
Intercept	2691.257	1	2691.257	2261.905	.000
Social group	15.721	1	15.721	13.213	.000
Gender	10.543	1	10.543	8.861	.003
Social group x Gender	.008	1	.008	.007	.934
Error	632.983	532	1.190		
Total	3838.215	536			
Corrected Total	656.465	535			

Note. (a) R Squared = .036 (Adjusted R Squared = .030)

**Summary of Results (Brand Personality Dimensions across Gender and Social Group)**

Through the investigation of mean differences between the descriptiveness of the participant's favorite and least favorite brands, 72 personality traits on 10 dimensions could be categorized into three groups: positive (accomplishment, vitality, contemporariness, courageousness, and stability), neutral (ruggedness), and negative (bureaucracy, superficiality, unrefinedness, and deceptiveness) dimensions. The different favorable and unfavorable attitudes of consumers by social group (college students vs. non-student adults) and gender (male vs. female) were examined. In other words, consumers' attitudes toward brands will be more positive if the personality traits of the brands they prefer are associated with their brands.

Interestingly, female participants appeared to have higher mean scores on all of the positive dimensions than male participants, whereas male participants have higher mean scores

on all of the negative dimensions and a neutral dimension (see Figure 20). These findings indicate that females have a preference for positive brand personality traits and have less of a preference for negative brand personality traits than males in brand selection. Meanwhile, males have less of a preference for positive brand personality and less reluctance select to brands that are associated with negative brand personality traits than females. In other words, females are more sensitive about brand personality than males when they purchase a product and choose a certain brand. Intuitively, the ruggedness dimension cannot be defined as either positive or negative, and it is related to a masculine attitude, so the gender difference of the ruggedness showed larger than other personality dimensions.

For the differences based on social group, college students had higher mean scores on the 8 personality dimensions (Bureaucracy, Accomplishment, Vitality, Contemporariness, Courageousness, Superficiality, Unrefinedness, and Deceptiveness) than non-student adults. Although statistically significant results were not found, non-student adults have higher mean scores on stability and ruggedness than college students.

Figure 20. The Mean Scores of the 10 Dimensions by Social group and Gender
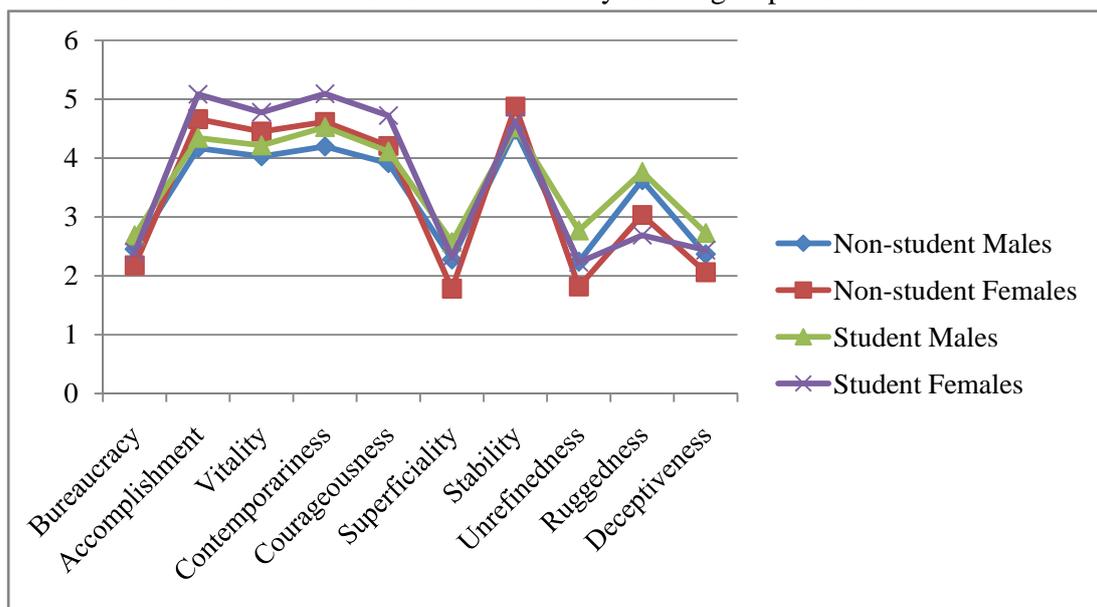
Brand Personality Dimensions by Product Categories (RQ 9)

In order to examine the mean differences of brand personality traits to describe the participants' most and least favorite brands by product, one-sample t-test was conducted. The descriptiveness of the personality traits was rated based on a 7-point scale for both of the favorite and least favorite brands, so the test value was set as zero.

As displayed in Table 97, the results of t-test on the five dimensions of accomplishment, vitality, contemporariness, courageousness, and stability indicated positive personality dimensions across all four products. All of the results were statistically significant at ($p < .001$). For accomplishment and contemporariness, computers had the largest mean differences (accomplishment M – L = 1.812; contemporariness M – L = 1.869) of the brand personality traits to describe the favorite and least favorite brands, followed by soft drinks (accomplishment M – L = 1.687; contemporariness M – L = 1.550), shampoo (accomplishment M – L = 1.415; contemporariness M – L = 1.314), and jeans (accomplishment M – L = 1.212; contemporariness M – L = 1.211). For vitality and courageousness, soft drinks (vitality M – L = 1.662; courageousness M – L = 1.583) showed the largest mean differences, followed by computers (vitality M – L = 1.527; courageousness M – L = 1.263), shampoo (vitality M – L = 1.313; courageousness M – L = 1.047), and jeans (vitality M – L = 1.170; courageousness M – L = 1.004). For stability, soft drinks (M – L = 1.661) had the largest mean difference, followed by jeans (M – L = 1.498), computers (M – L = 1.475), and shampoo (M – L = 1.385).

On the other hand, the four dimensions of bureaucracy, superficiality, unrefinedness, and deceptiveness showed negative mean differences of brand personality traits between the favorite and least favorite brands. For bureaucracy and unrefinedness, computers had the largest negative value of mean difference (bureaucracy M – L = - 1.392; unrefinedness M – L = - 1.717),

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followed by soft drinks (bureaucracy M – L = - 1.001; unrefinedness M – L = - 1.304), shampoo

(bureaucracy M – L = - .994; unrefinedness M – L = - 1.171), and jeans (bureaucracy M – L = -

.932; unrefinedness M – L = - 1.161). For superficiality dimension, computers also possessed

the largest negative mean difference (M – L = - 1.586), followed by soft drinks (M – L = - 1.426),

jeans (M – L = - 1.283), and shampoo (M – L = - 1.186). And, deceptiveness was least desirable

in the brand selection of computers (M – L = - .983), followed by jeans (M – L = - .949), soft

drinks (M – L = - 896), and shampoo (M – L = - .825). Further, ruggedness displayed the

positive mean differences between the favorite and least favorite brands of jeans (M – L = .523;

p < .01), soft drinks (M – L = .466; p < .001), and computers (M – L = .159; p < .05). However,

shampoo had a negative value of mean difference, but the result was statistically insignificant (p

= .348).

As displayed in Figure 21, the large mean differences were present in the dimensions of

the accomplishment, vitality, contemporariness, unrefinedness, and ruggedness. Overall,

computers and soft drinks indicated the largest differences of the brand personality dimensions

between the favorite and least favorite brand, and jeans and shampoo showed the similar mean

scores on most dimensions.

Table 97. The Mean Differences in the Description of the Most and Least Favorite Brands by Product

Dimension	Product	Mean Difference		Test Value = 0	
		(M – L)	SD	t	Sig.
Bureaucracy	Computer	-1.392	1.573	-15.531	0.000
	Soft Drink	-1.001	1.527	-10.670	0.000
	Jeans	-0.932	1.401	-10.663	0.000
	Shampoo	-0.994	1.489	-10.592	0.000
Accomplishment	Computer	1.812	1.586	19.227	0.000
	Soft Drink	1.687	1.431	19.157	0.000
	Jeans	1.212	1.579	12.661	0.000
	Shampoo	1.415	1.675	14.009	0.000

Dimension	Product	Mean Difference (M – L)	SD	Test Value = 0 t	Sig.
Vitality	Computer	1.527	1.492	16.532	0.000
	Soft Drink	1.662	1.576	17.931	0.000
	Jeans	1.170	1.338	14.443	0.000
	Shampoo	1.313	1.478	14.946	0.000
Contemporariness	Computer	1.869	1.632	20.072	0.000
	Soft Drink	1.550	1.433	18.001	0.000
	Jeans	1.211	1.521	13.199	0.000
	Shampoo	1.314	1.622	13.061	0.000
Courageousness	Computer	1.263	1.677	13.046	0.000
	Soft Drink	1.583	1.598	16.846	0.000
	Jeans	1.004	1.528	10.811	0.000
	Shampoo	1.047	1.605	10.857	0.000
Superficiality	Computer	-1.586	1.665	-15.887	0.000
	Soft Drink	-1.426	1.747	-14.072	0.000
	Jeans	-1.283	1.682	-12.555	0.000
	Shampoo	-1.186	1.692	-11.810	0.000
Stability	Computer	1.475	1.459	17.365	0.000
	Soft Drink	1.661	1.598	17.820	0.000
	Jeans	1.498	1.794	13.744	0.000
	Shampoo	1.385	1.621	14.145	0.000
Unrefinedness	Computer	-1.717	1.663	-17.826	0.000
	Soft Drink	-1.304	1.865	-11.953	0.000
	Jeans	-1.161	1.583	-12.116	0.000
	Shampoo	-1.171	1.669	-11.615	0.000
Ruggedness	Computer	0.159	1.409	1.982	0.048
	Soft Drink	0.466	1.554	5.121	0.000
	Jeans	0.523	2.613	3.378	0.001
	Shampoo	-0.088	1.614	-0.940	0.348
Deceptiveness	Computer	-0.983	1.715	-10.058	0.000
	Soft Drink	-0.896	1.681	-9.089	0.000
	Jeans	-0.949	1.800	-9.023	0.000
	Shampoo	-0.825	1.570	-8.897	0.000

Note. M-L indicates the difference of the descriptiveness of brand personality between the most favorite and the least favorite personality dimensions.

Figure 21. The Mean Scores of the 10 Dimensions by Product Type
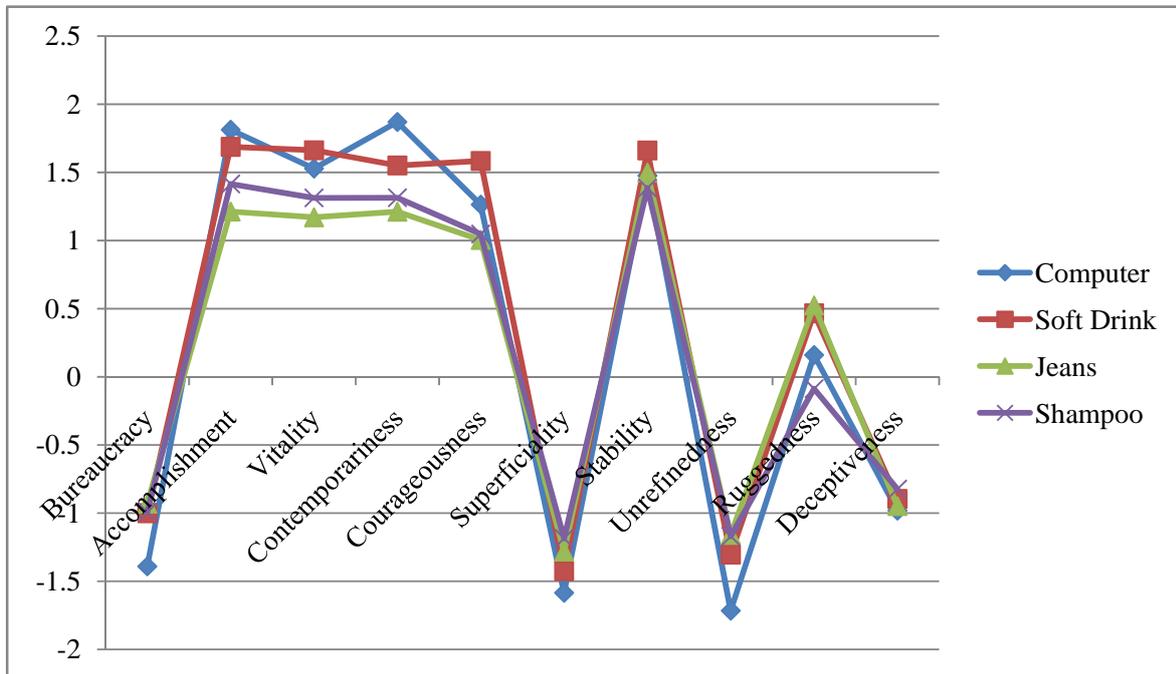
CHAPTER VII

GENERAL DISCUSSION AND IMPLICATIONS

Summary of Research

The objectives of this study were (1) to analyze the relationship between self-expressiveness of a product and the relevance of brand personality, (2) to examine the determinants of consumers' brand selection, (3) to create brand personality dimensions and traits using human and brand personality constructs, and (4) to find the antecedents of brand personality. Those objectives were chosen to more effectively predict consumer behavior and to enhance the effectiveness of advertising's appeal in terms of symbolic meanings. By providing an empirical investigation of the gender effect, social group effect, and products' self-expressiveness effect, this study extends our understanding of the appropriate application of brand personality in consumer behavior and in the persuasion processe. The results of this study provide empirical evidence for the premise that symbolic meanings of brands are perceived differently due to gender, social group, and product characteristics. Further, the results of this study indicated a positive relationship between self-expressiveness of products and brand personality across products.

The Determinants of Brand Selection

In this study, as exploratory research questions, similarities and differences in the determinants of brand selection across gender and social group were examined by measuring the importance of informational and emotional sources (i.e., brand loyalty, price, brand personality,

promotion, time, product quality, friends, and reputation) when consumers consider their potential purchases. In consumers' brand selection, the most influential determinant is product quality, followed by reputation, brand loyalty, time, personality, promotion, and friends. In particular, consumers make their purchases according to their favorite brand, regardless of price, when selecting low-involvement products, such as soft drinks and shampoo. Further, consumers tend to consider brand personality when they purchase high-involvement products, such as computer and jeans.

When considering demographic segmentation, this study found that female subjects consider more informational and emotional sources in their brand selection than their male counterparts and that college students tend to be concerned about more various informational and emotional attributes of brands than mature adults. In particular, the results suggest that females tend to attach more importance to brand loyalty, brand personality, promotion, product quality, and reputation than male counterparts, whereas males take a more serious view of price in their brand selection than female subjects. Further, college students are more likely to be concerned about brand personality, promotion, time, friends, and reputation than mature adults.

The Antecedents of Brand Personality

Based on previous research about the antecedents of brand personality, this study examined how consumers personify brands and think of certain brand personality traits in terms of 12 attributes (i.e., brand's user imagery, company's employees/CEO, brand's product endorsers, product-related attributes, product category associations, brand name, symbol or logo, packaging, price, tag line or slogan, overall feelings toward ads, and distribution channel). Although brand personality is the symbolic meanings of a brand, representative functional

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attributes, such as product-related attributes and price, affect the formation of brand personality. Further, the brand name itself and the product type itself are also vital factors when consumers think of certain brand personality traits. Advertising-related attributes, such as overall feelings toward ads, symbol or logo, and tag line or slogan in ad, cannot be ignored as tools in forming and developing brand personality.

In particular, as the antecedents of brand personality, advertising (i.e. advertising style, tag line, and slogan) has stronger effects for computers and soft drinks than jeans and shampoo. High-involvement products (computers and jeans) have stronger influences of a brand's user imagery, name, symbol or logo, price, and distribution channel than low-involvement products (soft drink and shampoo) on brand personality formation. On the other hand, the packaging of low-involvement products has a stronger effect on how consumers form brand personality.

When considering demographic segmentation, female subjects are more likely to associate product-related attributes, product-category associations, packaging, and overall feelings toward ads to commercial brand personality than their male counterparts. Although there is no statistical significance, male subjects are more likely to associate the images of company's employees and CEO with brand personality than female subjects. In terms of social group, college students are more likely to connect user imagery, product endorsers, product-related attributes, product category associations, name, symbol or logo, packaging, price, tag line or slogan, overall feelings toward ads, and distribution channel with brand personality than mature adults. In other words, college students anthropomorphize brands more easily and think of brand personality from a variety of sources than mature adults.

Brand Personality Dimensions

Based on five personality models (i.e., the Abridged Big Five Dimensional Circumplex, Wiggins' Interpersonal Categories, Aaker's Brand Personality Model, SWOCC Dutch Brand Personality Model, and Caprara et al,'s Brand/Human Personality Assessment), brand personality dimensions and the traits are created. On the basis of consumer evaluations on brands and their related personality traits, this study found five positive brand personality dimensions (Accomplishment, Vitality, Contemporariness, Courageousness, and Stability), four negative brand personality dimensions (Bureaucracy, Superficiality, Unrefinedness, and Deceptiveness), and a neutral dimension (a male-oriented dimension: Ruggedness).

Through the investigations of consumers' favorite and least favorite brands, this study found that the former remind consumers of Accomplishment (10 items: creative, imaginative, vibrant, energetic, glamorous, successful, sophisticated, confident, authentic, and proud), Vitality (10 items: cool, lively, excitable, original, artistic, cheerful, progressive, humorous, strong, and genuine), Contemporariness (9 items: trendy, modern, innovative, expressive, ambitious, contemporary, charming, reliable, and friendly), Courageousness (7 items: adventurous, passionate, exciting, spirited, bold, happy, and emotional), and Stability (traditional, modest, wholesome, dependable, mature, real, and consistent). Contrary to the five positive dimensions, consumers associate their least favorite brands with Bureaucracy (11 items: bland, vague, unenergetic, distrustful, harsh, insecure, narrow-minded, impersonal, temperamental, and conservative), Superficiality (7 items: shallow, wasteful, impractical, unfriendly, insincere, dull, and unadventurous), Unrefinedness (6 items: unsophisticated, inefficient, disorganized, immature, uncreative, and tactless), and Deceptiveness (3 items: hypocritical, manipulative, and defensive). Ruggedness did not exhibit a stable result of being positive or negative. Among the three traits

of Ruggedness, outdoorsy is more strongly associated with consumers' favorite brands than their least favorite, but rough is more likely to be related with the latter than the former. Further, masculine does not indicate a positive or negative result.

The favorability of the 10 brand personality dimensions is prominently different by gender. All five positive dimensions are more strongly preferred by female subjects than their male counterparts, and all four negative dimensions and a neutral dimension are or more desirable by males than females. The results prove the significantly different perceptions of brand personality by gender. Although ruggedness is a male-associated dimension, gender shapes perceptions about brand personality for the other nine dimensions. According to pervious studies in psychology (e.g., Ashmore, 1990; Hall, 1984), females are more expressive of and sensitive about their emotions than men. In particular, the literature on emotions proved that females more strongly express negative emotions, such as disgust (e.g., Fujita et al., 1980; Rotter and Rotter, 1988; Tucker and Riggio, 1988), fear (e.g., Allen and Haccoun, 1976; Schwartz et al., 1980), and anger (e.g., Allen and Haccoun, 1976; Wagner et al., 1993), than males. Thus, these results indicate that positive brand personality more strongly influences female's perceptions and attitudes toward their brands, and males respond less sensitively to brand personality.

Furthermore, regardless of the positive or negative characteristics of brand personality, college students are more likely to evaluate brands based on their personalities than mature adults. Further, college students tend to relate their brands to brand personality dimensions and traits (i.e., Bureaucracy, Accomplishment, Vitality, Contemporaries, Courageousness, Superficiality, Unrefinedness, and Deceptiveness). Compared to college students, non-student adults, however, have a preference of brands associated Stability (i.e., traditional, modest,

wholesome, dependable, mature, real, and consistent) and Ruggedness (i.e., outdoorsy, masculine, and rough).

Implications

The findings of this study that consumers are sensitive to brand personality when considering or using self-expressive products are appealing. As found in the case of self-expressiveness of products, consumers tend to express themselves when they buy high-involvement products (computers and jeans) rather than low-involvement products (soft drinks and shampoo). Self-expressive products with distinctive personality traits can be efficiently branded through advertising and marketing communications.

When marketing and advertising strategies are developed for a product, they should be employed by dividing consumers into groups that share common characteristics, such as demographics, socioeconomic status, lifestyles, and personality (Shank and Langmeyer, 1994). However, the applications of personality to brands are mainly focused on the personality profiles of target consumers (Aaker, 1999). The results of this study demonstrate that advertising and marketing practitioners should utilize demographics (e.g., gender and social group) and product categories when creating, using, and developing a brand personality for their advertising and marketing strategies.

Basically, the concept of brand personality is a symbolic meaning as an intangible attribute of a brand, so marketing practitioners consider only the need for satisfied feelings and emotional goals (McGuire, 1976). However, the current study suggests that cognitive evaluation (e.g., product quality and price) may be as important as affective evaluation (e.g., overall feelings

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toward ad). Thus, affective and cognitive motives should be aroused in tandem rather than independently (Ruiz and Sicilia, 2004).

In the employment of brand personality traits, positive brand personality is a safer tool to appeal to consumers than is negative brand personality. However, the wise use of negative brand personality can yield positive effects on men (rather than women) and college students (rather than mature adults) if a company needs to employ a challenging marketing strategy. For example, the use of a controversial image and personality of a brand can enable consumers to pay attention to the brand even if it is not recognized by a general population.

Limitations and Future Research

As with all research, limitations exist and should be considered in that the limitations and findings of this study suggest areas for future research. Although the hypothesis and research questions were tested to investigate consumers' buying behavior and their evaluations of brands and brand personality, this study relied on a limited number of brands and product categories.

In the current research, college students and non-student adults participated in the survey, yet other demographic characteristics (e.g., age, income, and cultural background) were not considered in this study. For example, Triandis (1994) suggested that culture is one of the most important factors that influence social behaviors, including buying products and services. Thus, cross-cultural comparisons can present meaningful insights into the psychological beliefs and consumer behaviors within a particular culture and society. As a result, the findings may not be universally applicable; however, some personality items that are sensitive to specific cultural surroundings, such as Western and worldly, were eliminated at the state of brand personality generation in the interest of minimizing the limitations of this study.

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This study suggests several directions for future research. First, product or brand-related variables (e.g., brand commitment, brand equity, and usage experiences of product) can be important factors in the analysis of consumer-brand relationships. These variables may yield meaningful insights about consumer evaluations of brands or about the favorability of brand personality. Second, some individual differences (e.g., self-concept, self-monitoring, and self-esteem) may be associated with consumer evaluations and perceptions of brands. Previous research (e.g., Hazelton, Cupach, and Canary, 1987; Lorr, 1991) stated that individuals' personality profiles affect reactions to persuasive stimuli, so the same message can have different effects (Moon, 2002). Thus, by considering actual and ideal self, the match (or mismatch) strategy between an individual's personality and a brand's personality can increase (or decrease) the effectiveness of advertising messages.

Therefore, several interesting questions arise: would the same pattern of findings be evident in different societies or cultures? Would the same pattern of findings be apparent in other product categories? What kinds of advertising appeal can result in consumes' positive evaluations? Will brands exhibit different effects of brand personality on consumer evaluations in the same product category?

Further, by experimental methods, more specific observations can be carried out: how will desirable personality traits be created and used in an advertising strategy? How will the combination of positive and negative brand personality traits influence consumer evaluations? Will a certain type of negative brand personality yield positive effects on consumer perceptions and evaluations?

Future research exploring these questions may provide meaningful insight into the effectiveness of advertising and marketing strategies to appeal to and persuade target consumers.

The additional observations about consumer-brand relationship might contribute to the further development of practical advertising and marketing strategies.

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APPENDICIES

APPENDIX A. QUESTIONNAIRES FOR PRETEST

APPENDIX B. QUESTIONNIARES FOR SURVEY

Appendix A. Questionnaires for Pretest (For Brand Personality Generation)

Introduction: I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

Section I -1. Extraversion - A

Instructions: Below is a list of 62 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 12 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___ Active	___ Adventurous	___ Aggressive	___ Assertive
___ Assured	___ Boastful	___ Boisterous	___ Bold
___ Bossy	___ Brave	___ Candid	___ Cheerful
___ Communicative	___ Competitive	___ Confident	___ Courageous
___ Cunning	___ Daring	___ Demonstrative	___ Dominant
___ Domineering	___ Dramatic	___ Energetic	___ Enthusiastic
___ Exhibitionistic	___ Explosive	___ Expressive	___ Extravagant
___ Extraverted	___ Flamboyant	___ Flirtatious	___ Forceful
___ Forward	___ Gregarious	___ Immodest	___ Independent
___ Lively	___ Magnetic	___ Mischievous	___ Opinionated
___ Opportunistic	___ Outgoing	___ Outspoken	___ Persistent
___ Proud	___ Resolute	___ Self-satisfied	___ Sociable
___ Social	___ Spirited	___ Spontaneous	___ Strong
___ Talkative	___ Uninhibited	___ Unrestrained	___ Verbal
___ Verbose	___ Vibrant	___ Vigorous	___ Witty
___ Wordy	___ Zestful		

Section I -2. Extraversion – B

Instructions: Below is a list of 60 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 12 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___ Acquiescent	___ Aloof	___ Apathetic	___ Bashful
___ Bland	___ Blasé	___ Compliant	___ Conservative
___ Cowardly	___ Detached	___ Discreet	___ Docile
___ Dull	___ Ethical	___ Glum	___ Guarded
___ Helpless	___ Impartial	___ Indirect	___ Inhibited
___ Inner-directed	___ Introverted	___ Lethargic	___ Lonely
___ Meek	___ Melancholic	___ Modest	___ Naïve
___ Non-persistent	___ Passive	___ Pessimistic	___ Placid
___ Prideless	___ Prudish	___ Quiet	___ Reserved
___ Restrained	___ Seclusive	___ Secretive	___ Sedate
___ Serious	___ Shy	___ Silent	___ Skeptical
___ Sluggish	___ Somber	___ Submissive	___ Timid
___ Unadventurous	___ Unaggressive	___ Uncommunicative	___ Uncompetitive
___ Unenergetic	___ Unrevealing	___ Unsociable	___ Untalkative
___ Vague	___ Wary	___ Weak	___ Withdrawn

Section II -1. Agreeableness – A

Instructions: Below is a list of 52 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 10 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___ Accommodating	___ Affectionate	___ Agreeable	___ Altruist
___ Authentic	___ Charitable	___ Compassionate	___ Considerate
___ Cooperative	___ Cordial	___ Courteous	___ Easy-going
___ Effervescent	___ Fair	___ Faithful	___ Flexible
___ Friendly	___ Generous	___ Genial	___ Genuine
___ Happy	___ Helpful	___ Homespun	___ Humorous
___ Humble	___ Jovial	___ Kind	___ Lenient
___ Loyal	___ Merry	___ Moral	___ Obliging
___ Passionate	___ Peaceful	___ Pleasant	___ Polite
___ Reasonable	___ Respectful	___ Romantic	___ Sensitive
___ Sentimental	___ Sincere	___ Soft	___ Soft-hearted
___ Sympathetic	___ Tactful	___ Thoughtful	___ Tolerant
___ Trustful	___ Understanding	___ Warm	___ Well-mannered

Section II -2. Agreeableness – B

Instructions: Below is a list of 55 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 11 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___ Abrupt	___ Abusive	___ Antagonistic	___ Bigoted
___ Bitter	___ Bull-headed	___ Callous	___ Coarse
___ Cold	___ Combative	___ Critical	___ Crude
___ Cruel	___ Curt	___ Cynical	___ Demanding
___ Devious	___ Disagreeable	___ Disrespectful	___ Distrustful
___ Egotistical	___ Greedy	___ Gruff	___ Hard
___ Harsh	___ Ill-tempered	___ Impersonal	___ Impolite
___ Inconsiderate	___ Insensitive	___ Insincere	___ Joyless
___ Manipulative	___ Miserly	___ Narrow-minded	___ Passionless
___ Prejudiced	___ Rigid	___ Rough	___ Rude
___ Ruthless	___ Scornful	___ Selfish	___ Shrewd
___ Sly	___ Smug	___ Tactless	___ Thoughtless
___ Unaffectionate	___ Uncharitable	___ Uncooperative	___ Unforgiving
___ Unfriendly	___ Unkind	___ Unsympathetic	___ Vindictive

Section III -1. Conscientiousness – A

Instructions: Below is a list of 54 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 11 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___	Alert	___	Ambitious	___	Careful	___	Cautious
___	Circumspect	___	Concise	___	Conscientious	___	Consistent
___	Constant	___	Controlled	___	Conventional	___	Cultured
___	Decisive	___	Deliberate	___	Dependable	___	Dignified
___	Economical	___	Efficient	___	Exacting	___	Fastidious
___	Firm	___	Foresighted	___	Formal	___	Industrious
___	Logical	___	Mannerly	___	Mature	___	Meticulous
___	Neat	___	Orderly	___	Organized	___	Perfectionistic
___	Practical	___	Precise	___	Principled	___	Productive
___	Lively	___	Magnetic	___	Mischievous	___	Opinionated
___	Progressive	___	Prompt	___	Punctual	___	Purposeful
___	Refined	___	Regular	___	Reliable	___	Responsible
___	Scrupulous	___	Self-disciplined	___	Sophisticated	___	Steady
___	Stern	___	Strict	___	Systematic	___	Thorough
___	Thrifty	___	Traditional				

Section III -2. Conscientiousness – B

Instructions: Below is a list of 38 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 8 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___ Absent-minded	___ Aimless	___ Careless	___ Devil-may-care
___ Disorderly	___ Disorganized	___ Erratic	___ Flippant
___ Foolhardy	___ Forgetful	___ Frivolous	___ Haphazard
___ Illogical	___ Immature	___ Impractical	___ Impulsive
___ Inconsistent	___ Indecisive	___ Inefficient	___ Lax
___ Lazy	___ Negligent	___ Noncommittal	___ Rash
___ Reckless	___ Scatterbrained	___ Sloppy	___ Unambitious
___ Unconscientious	___ Unconventional	___ Undependable	___ Unprogressive
___ Unreliable	___ Unruly	___ Unstable	___ Unsystematic
___ Wasteful	___ Wishy-washy		

Section IV - 1. Emotional Stability - A

Instructions: Below is a list of 25 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 5 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___ Calm	___ Conceitless	___ Down-to-earth	___ Imperturbable
___ Indefatigable	___ Informal	___ Level-headed	___ Light-hearted
___ Masculine	___ Optimistic	___ Patient	___ Relaxed
___ Serene	___ Stable	___ Tranquil	___ Unassuming
___ Uncritical	___ Undemanding	___ Unemotional	___ Unenvious
___ Unexcitable	___ Unpretentious	___ Unselfconscious	___ Versatile
___ Weariless			

Section IV - 2. Emotional Stability - B

Instructions: Below is a list of 37 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 7 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___	Anxious	___	Compulsive	___	Contemptuous	___	Crabby
___	Cranky	___	Defensive	___	Emotional	___	Envious
___	Excitable	___	Faultfinding	___	Fearful	___	Fidgety
___	Fretful	___	Gossipy	___	Grumpy	___	Gullible
___	High-strung	___	Hypocritical	___	Impatient	___	Insecure
___	Irritable	___	Jealous	___	Lustful	___	Meddlesome
___	Moody	___	Negativistic	___	Nervous	___	Nosey
___	Particular	___	Possessive	___	Quarrelsome	___	Self-critical
___	Self-indulgent	___	Self-pitying	___	Temperamental	___	Touchy
___	Volatile						

Section V - 1. Intellect/Openness – A

Instructions: Below is a list of 39 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 8 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___ Analytical	___ Articulate	___ Artistic	___ Bright
___ Brilliant	___ Complex	___ Contemplating	___ Creative
___ Deep	___ Diplomatic	___ Eccentric	___ Eloquent
___ Fanciful	___ Idealistic	___ Imaginative	___ Individualistic
___ Informative	___ Informed	___ Ingenious	___ Innovative
___ Inquisitive	___ Intellectual	___ Intelligent	___ Intense
___ Introspective	___ Inventive	___ Knowledgeable	___ Meditative
___ Modern	___ Original	___ Perceptive	___ Philosophical
___ Recent	___ Self-examining	___ Sensual	___ Smart
___ Theatrical	___ Up-to-date	___ Worldly	

Section V - 2. Intellect/Openness – B

Instructions: Below is a list of 22 words that can be used to describe the personality characteristics of a person. Some of the words can also be used to describe the "personality characteristics" of a brand, while other cannot. Please choose 4 adjectives from the list that, in your own opinion, could best describe a brand's personality. Please indicate by placing a "V" next to the adjective.

___ Dependent	___ Ignorant	___ Imperceptive	___ Inarticulate
___ Indiscreet	___ Pompous	___ Predictable	___ Provincial
___ Servile	___ Shallow	___ Shortsighted	___ Simple
___ Terse	___ Uncreative	___ Unimaginative	___ Uninquisitive
___ Intellectual	___ Unintelligent	___ Unobservant	___ Unreflective
___ Unscrupulous	___ Unsophisticated		

Appendix B. Questionnaires for Survey

COMPUTER

1. Have you purchased a **computer** for the last several years?
    a. Yes
    b. No

2. Do you prefer laptop or desktop computers?
    a. Laptop
    b. Desktop

3. Please rate the process of choosing a computer using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree") based on your most recent choice of a **computer**.

		Strongly disagree						Strongly agree
a.	I make my purchase according to my favorite brand of computer, regardless of price.	1	2	3	4	5	6	7
b.	My choice of computer is largely based on price.	1	2	3	4	5	6	7
c.	My choice of computer says something about me as a person.	1	2	3	4	5	6	7
d.	My choice of computer is influenced by promotions.	1	2	3	4	5	6	7
e.	I stick with my usual computer as this saves me time.	1	2	3	4	5	6	7
f.	Quality is my primary concern when buying a computer.	1	2	3	4	5	6	7
g.	My choice of computer is based on what my friends buy.	1	2	3	4	5	6	7
h.	I choose my computer because it has a good reputation.	1	2	3	4	5	6	7

Computer – The Most Favorite Brand

In this part, I would like to ask you about your most favorite brand of computer.

4. What is your most favorite brand of computer?
   a. Apple
   b. Compaq
   c. Dell
   d. Hewlett-Packard
   e. IBM
   f. Samsung
   g. Sony
   h. Toshiba
   i. Other (Please specify): _____

5. Please rate your thought or feelings about your most favorite brand of computer using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

		Strongly disagree						Strongly agree
a.	My most favorite brand of computer helps me express myself.	1	2	3	4	5	6	7
b.	My most favorite brand of computer reflects my personality.	1	2	3	4	5	6	7

6. I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics associated with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

Please rate your thoughts or feelings about your most favorite brand of computer using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

When I think of my most favorite brand of computer as if it were a person,

		Strongly disagree						Strongly agree
a.	The brand is not related to other brands.	1	2	3	4	5	6	7
b.	The brand has few characteristics in common with other brands.	1	2	3	4	5	6	7

7. Below is a list of 106 adjectives that can be used to describe the personality characteristics of a person and a brand. Please think about which of the following adjectives could describe brand personality of your most favorite brand of computer, and rate the descriptiveness of each adjective as brand personality of your most favorite brand of computer using a 7-point scale (1 = "not descriptive at all" and 7 = "very descriptive").

		Not descriptive at all						Very descriptive
a.	Adventurous	1	2	3	4	5	6	7
b.	Ambitious	1	2	3	4	5	6	7
c.	Artistic	1	2	3	4	5	6	7
d.	Authentic	1	2	3	4	5	6	7
e.	Bland	1	2	3	4	5	6	7
f.	Bold	1	2	3	4	5	6	7
g.	Careless	1	2	3	4	5	6	7
h.	Charming	1	2	3	4	5	6	7
i.	Cheerful	1	2	3	4	5	6	7
j.	Cold	1	2	3	4	5	6	7
k.	Compulsive	1	2	3	4	5	6	7
l.	Confident	1	2	3	4	5	6	7
m.	Conservative	1	2	3	4	5	6	7
n.	Consistent	1	2	3	4	5	6	7
o.	Contemporary	1	2	3	4	5	6	7
p.	Cool	1	2	3	4	5	6	7
q.	Creative	1	2	3	4	5	6	7
r.	Crude	1	2	3	4	5	6	7
s.	Defensive	1	2	3	4	5	6	7
t.	Dependable	1	2	3	4	5	6	7
u.	Disorganized	1	2	3	4	5	6	7

v.	Distrustful	1	2	3	4	5	6	7
w.	Down-to-earth	1	2	3	4	5	6	7
x.	Dull	1	2	3	4	5	6	7
y.	Easy-going	1	2	3	4	5	6	7
z.	Egotistical	1	2	3	4	5	6	7
aa.	Emotional	1	2	3	4	5	6	7
ab.	Energetic	1	2	3	4	5	6	7
ac.	Ethical	1	2	3	4	5	6	7
ad.	Excitable	1	2	3	4	5	6	7
ae.	Exciting	1	2	3	4	5	6	7
af.	Expressive	1	2	3	4	5	6	7
ag.	Family-oriented	1	2	3	4	5	6	7
ah.	Feminine	1	2	3	4	5	6	7
ai.	Formal	1	2	3	4	5	6	7
aj.	Friendly	1	2	3	4	5	6	7
ak.	Frivolous	1	2	3	4	5	6	7
al.	Genuine	1	2	3	4	5	6	7
am.	Glamorous	1	2	3	4	5	6	7
an.	Greedy	1	2	3	4	5	6	7
ao.	Happy	1	2	3	4	5	6	7
ap.	Harsh	1	2	3	4	5	6	7
aq.	High-strung	1	2	3	4	5	6	7
ar.	Honest	1	2	3	4	5	6	7
as.	Humorous	1	2	3	4	5	6	7
at.	Hypocritical	1	2	3	4	5	6	7

au.	Imaginative	1	2	3	4	5	6	7
av.	Immature	1	2	3	4	5	6	7
aw.	Impersonal	1	2	3	4	5	6	7
ax.	Impractical	1	2	3	4	5	6	7
ay.	Inconsistent	1	2	3	4	5	6	7
az.	Inefficient	1	2	3	4	5	6	7
ba.	Informal	1	2	3	4	5	6	7
bb.	Innovative	1	2	3	4	5	6	7
bc.	Insecure	1	2	3	4	5	6	7
bd.	Insincere	1	2	3	4	5	6	7
be.	Lively	1	2	3	4	5	6	7
bf.	Manipulative	1	2	3	4	5	6	7
bg.	Masculine	1	2	3	4	5	6	7
bh.	Mature	1	2	3	4	5	6	7
bi.	Modern	1	2	3	4	5	6	7
bj.	Modest	1	2	3	4	5	6	7
bk.	Narrow-minded	1	2	3	4	5	6	7
bl.	Original	1	2	3	4	5	6	7
bm.	Outdoorsy	1	2	3	4	5	6	7
bn.	Particular	1	2	3	4	5	6	7
bo.	Passionate	1	2	3	4	5	6	7
bp.	Passive	1	2	3	4	5	6	7
bq.	Pompous	1	2	3	4	5	6	7
br.	Practical	1	2	3	4	5	6	7
bs.	Predictable	1	2	3	4	5	6	7

bt.	Progressive	1	2	3	4	5	6	7
bu.	Proud	1	2	3	4	5	6	7
bv.	Real	1	2	3	4	5	6	7
bw.	Reliable	1	2	3	4	5	6	7
bx.	Reserved	1	2	3	4	5	6	7
by.	Rough	1	2	3	4	5	6	7
bz.	Rugged	1	2	3	4	5	6	7
ca.	Self-indulgent	1	2	3	4	5	6	7
cb.	Serious	1	2	3	4	5	6	7
cc.	Shallow	1	2	3	4	5	6	7
cd.	Simple	1	2	3	4	5	6	7
ce.	Sophisticated	1	2	3	4	5	6	7
cf.	Spirited	1	2	3	4	5	6	7
cg.	Stable	1	2	3	4	5	6	7
ch.	Strong	1	2	3	4	5	6	7
ci.	Successful	1	2	3	4	5	6	7
cj.	Tactless	1	2	3	4	5	6	7
ck.	Temperamental	1	2	3	4	5	6	7
cl.	Traditional	1	2	3	4	5	6	7
cm.	Trendy	1	2	3	4	5	6	7
cn.	Unadventurous	1	2	3	4	5	6	7
co.	Unconventional	1	2	3	4	5	6	7
cp.	Uncreative	1	2	3	4	5	6	7
cq.	Unenergetic	1	2	3	4	5	6	7
cr.	Unfriendly	1	2	3	4	5	6	7

cs.	Unreliable	1	2	3	4	5	6	7
ct.	Unsophisticated	1	2	3	4	5	6	7
cu.	Vague	1	2	3	4	5	6	7
cv.	Versatile	1	2	3	4	5	6	7
cw.	Vibrant	1	2	3	4	5	6	7
cx.	Wasteful	1	2	3	4	5	6	7
cy.	Weak	1	2	3	4	5	6	7
cz.	Wholesome	1	2	3	4	5	6	7
da.	Witty	1	2	3	4	5	6	7
db.	Young	1	2	3	4	5	6	7

Computer – The Least Favorite Brand

In this part, I would like to ask you about your least favorite brand of computer.

8. What is your least favorite brand of computer?
   a. Apple
   b. Compaq
   c. Dell
   d. Hewlett-Packard
   e. IBM
   f. Samsung
   g. Sony
   h. Toshiba
   i. Other (Please specify): _____

9. Please rate your thought or feelings about your least favorite brand of computer using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

		Strongly disagree						Strongly agree
a.	My least favorite brand of computer helps me express myself.	1	2	3	4	5	6	7
b.	My least favorite brand of computer reflects my personality.	1	2	3	4	5	6	7

10. I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics associated with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

Please rate your thoughts or feelings about your least favorite brand of computer using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

When I think of my least favorite brand of computer as if it were a person,

		Strongly disagree						Strongly agree
a.	The brand is not related to other brands.	1	2	3	4	5	6	7
b.	The brand has few characteristics in common with other brands.	1	2	3	4	5	6	7

11. Below is a list of 106 adjectives that can be used to describe the personality characteristics of a person and a brand. Please think about which of the following adjectives could describe brand personality of your least favorite brand of computer, and rate the descriptiveness of each adjective as brand personality

of your least favorite brand of computer using a 7-point scale (1 = "not descriptive at all" and 7 = "very descriptive").

		Not descriptive at all						Very descriptive
a.	Adventurous	1	2	3	4	5	6	7
b.	Ambitious	1	2	3	4	5	6	7
c.	Artistic	1	2	3	4	5	6	7
d.	Authentic	1	2	3	4	5	6	7
e.	Bland	1	2	3	4	5	6	7
f.	Bold	1	2	3	4	5	6	7
g.	Careless	1	2	3	4	5	6	7
h.	Charming	1	2	3	4	5	6	7
i.	Cheerful	1	2	3	4	5	6	7
j.	Cold	1	2	3	4	5	6	7
k.	Compulsive	1	2	3	4	5	6	7
l.	Confident	1	2	3	4	5	6	7
m.	Conservative	1	2	3	4	5	6	7
n.	Consistent	1	2	3	4	5	6	7
o.	Contemporary	1	2	3	4	5	6	7
p.	Cool	1	2	3	4	5	6	7
q.	Creative	1	2	3	4	5	6	7
r.	Crude	1	2	3	4	5	6	7
s.	Defensive	1	2	3	4	5	6	7
t.	Dependable	1	2	3	4	5	6	7
u.	Disorganized	1	2	3	4	5	6	7
v.	Distrustful	1	2	3	4	5	6	7
w.	Down-to-earth	1	2	3	4	5	6	7

x.	Dull	1	2	3	4	5	6	7
y.	Easy-going	1	2	3	4	5	6	7
z.	Egotistical	1	2	3	4	5	6	7
aa.	Emotional	1	2	3	4	5	6	7
ab.	Energetic	1	2	3	4	5	6	7
ac.	Ethical	1	2	3	4	5	6	7
ad.	Excitable	1	2	3	4	5	6	7
ae.	Exciting	1	2	3	4	5	6	7
af.	Expressive	1	2	3	4	5	6	7
ag.	Family-oriented	1	2	3	4	5	6	7
ah.	Feminine	1	2	3	4	5	6	7
ai.	Formal	1	2	3	4	5	6	7
aj.	Friendly	1	2	3	4	5	6	7
ak.	Frivolous	1	2	3	4	5	6	7
al.	Genuine	1	2	3	4	5	6	7
am.	Glamorous	1	2	3	4	5	6	7
an.	Greedy	1	2	3	4	5	6	7
ao.	Happy	1	2	3	4	5	6	7
ap.	Harsh	1	2	3	4	5	6	7
aq.	High-strung	1	2	3	4	5	6	7
ar.	Honest	1	2	3	4	5	6	7
as.	Humorous	1	2	3	4	5	6	7
at.	Hypocritical	1	2	3	4	5	6	7
au.	Imaginative	1	2	3	4	5	6	7
av.	Immature	1	2	3	4	5	6	7

aw.	Impersonal	1	2	3	4	5	6	7
ax.	Impractical	1	2	3	4	5	6	7
ay.	Inconsistent	1	2	3	4	5	6	7
az.	Inefficient	1	2	3	4	5	6	7
ba.	Informal	1	2	3	4	5	6	7
bb.	Innovative	1	2	3	4	5	6	7
bc.	Insecure	1	2	3	4	5	6	7
bd.	Insincere	1	2	3	4	5	6	7
be.	Lively	1	2	3	4	5	6	7
bf.	Manipulative	1	2	3	4	5	6	7
bg.	Masculine	1	2	3	4	5	6	7
bh.	Mature	1	2	3	4	5	6	7
bi.	Modern	1	2	3	4	5	6	7
bj.	Modest	1	2	3	4	5	6	7
bk.	Narrow-minded	1	2	3	4	5	6	7
bl.	Original	1	2	3	4	5	6	7
bm.	Outdoorsy	1	2	3	4	5	6	7
bn.	Particular	1	2	3	4	5	6	7
bo.	Passionate	1	2	3	4	5	6	7
bp.	Passive	1	2	3	4	5	6	7
bq.	Pompous	1	2	3	4	5	6	7
br.	Practical	1	2	3	4	5	6	7
bs.	Predictable	1	2	3	4	5	6	7
bt.	Progressive	1	2	3	4	5	6	7
bu.	Proud	1	2	3	4	5	6	7

bv.	Real	1	2	3	4	5	6	7
bw.	Reliable	1	2	3	4	5	6	7
bx.	Reserved	1	2	3	4	5	6	7
by.	Rough	1	2	3	4	5	6	7
bz.	Rugged	1	2	3	4	5	6	7
ca.	Self-indulgent	1	2	3	4	5	6	7
cb.	Serious	1	2	3	4	5	6	7
cc.	Shallow	1	2	3	4	5	6	7
cd.	Simple	1	2	3	4	5	6	7
ce.	Sophisticated	1	2	3	4	5	6	7
cf.	Spirited	1	2	3	4	5	6	7
cg.	Stable	1	2	3	4	5	6	7
ch.	Strong	1	2	3	4	5	6	7
ci.	Successful	1	2	3	4	5	6	7
cj.	Tactless	1	2	3	4	5	6	7
ck.	Temperamental	1	2	3	4	5	6	7
cl.	Traditional	1	2	3	4	5	6	7
cm.	Trendy	1	2	3	4	5	6	7
cn.	Unadventurous	1	2	3	4	5	6	7
co.	Unconventional	1	2	3	4	5	6	7
cp.	Uncreative	1	2	3	4	5	6	7
cq.	Unenergetic	1	2	3	4	5	6	7
cr.	Unfriendly	1	2	3	4	5	6	7
cs.	Unreliable	1	2	3	4	5	6	7
ct.	Unsophisticated	1	2	3	4	5	6	7

cu.	Vague	1	2	3	4	5	6	7
cv.	Versatile	1	2	3	4	5	6	7
cw.	Vibrant	1	2	3	4	5	6	7
cx.	Wasteful	1	2	3	4	5	6	7
cy.	Weak	1	2	3	4	5	6	7
cz.	Wholesome	1	2	3	4	5	6	7
da.	Witty	1	2	3	4	5	6	7
db.	Young	1	2	3	4	5	6	7

12. You have rated the descriptiveness of brand personality of your most and least favorite computer brands in the previous questions. Now, I want to ask you about the causes that make you personalize your most and least favorite brands and form brand personality traits.

Please choose from the product attributes and information sources below all those that influence what you think about the brand personality of computers (check all that apply).

a. The kind of people who use the brand
b. The company's employees or CEO
c. The brand's product endorsers (e.g., celebrity endorsers or spokesperson)
d. Product-related attributes (e.g., size, weight, color, style, ease of use, compatibility, warranty, etc.)
e. Product type itself that is computer
f. Brand name
g. Symbol or logo
h. Packaging
i. Price
j. Tag line or slogan
k. Overall feelings after seeing or hearing advertisements
l. Distribution channel (e.g., selling direct, agent, distributor, retailer, etc.)
m. Other (please specify): _____

SOFT DRINK

13. Please rate the process of choosing a soft drink using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree") based on your most recent choice of a **soft drink**.

		Strongly disagree						Strongly agree
a.	I make my purchase according to my favorite brand of soft drink, regardless of price.	1	2	3	4	5	6	7
b.	My choice of soft drink is largely based on price.	1	2	3	4	5	6	7
c.	My choice of soft drink says something about me as a person.	1	2	3	4	5	6	7
d.	My choice of soft drink is influenced by promotions.	1	2	3	4	5	6	7
e.	I stick with my usual soft drink as this saves me time.	1	2	3	4	5	6	7
f.	Quality is my primary concern when buying a soft drink.	1	2	3	4	5	6	7
g.	My choice of soft drink is based on what my friends buy.	1	2	3	4	5	6	7
h.	I choose my soft drink because it has a good reputation.	1	2	3	4	5	6	7

Soft drink – The Most Favorite Brand

In this part, I would like to ask you about your most favorite brand of soft drink.

14. What is your most favorite brand of soft drink?
    a. 7up
    b. Coca-Cola
    c. Pepsi
    d. Dr Pepper
    e. Fanta
    f. Mountain Dew
    g. Snapple
    h. Sunkist
    i. Other (Please specify): _____

15. Please rate your thought or feelings about your most favorite brand of soft drink using a 7-point scale
    (1 = "strongly disagree" and 7 = "strongly agree").

		Strongly disagree						Strongly agree
a.	My most favorite brand of soft drink helps me express myself.	1	2	3	4	5	6	7
b.	My most favorite brand of soft drink reflects my personality.	1	2	3	4	5	6	7

16. I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics associated with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

    Please rate your thoughts or feelings about your most favorite brand of soft drink using a 7-point scale
    (1 = "strongly disagree" and 7 = "strongly agree").

    When I think of my most favorite brand of soft drink as if it were a person,

		Strongly disagree						Strongly agree
a.	The brand is not related to other brands.	1	2	3	4	5	6	7
b.	The brand has few characteristics in common with other brands.	1	2	3	4	5	6	7

17. Below is a list of 106 adjectives that can be used to describe the personality characteristics of a person and a brand. Please think about which of the following adjectives could describe brand personality of your most favorite brand of soft drink, and rate the descriptiveness of each adjective as brand personality of your most favorite brand of soft drink using a 7-point scale (1 = "not descriptive at all" and 7 = "very descriptive").

		Not descriptive at all						Very descriptive
a.	Adventurous	1	2	3	4	5	6	7
b.	Ambitious	1	2	3	4	5	6	7
c.	Artistic	1	2	3	4	5	6	7
d.	Authentic	1	2	3	4	5	6	7
e.	Bland	1	2	3	4	5	6	7
f.	Bold	1	2	3	4	5	6	7
g.	Careless	1	2	3	4	5	6	7
h.	Charming	1	2	3	4	5	6	7
i.	Cheerful	1	2	3	4	5	6	7
j.	Cold	1	2	3	4	5	6	7
k.	Compulsive	1	2	3	4	5	6	7
l.	Confident	1	2	3	4	5	6	7
m.	Conservative	1	2	3	4	5	6	7
n.	Consistent	1	2	3	4	5	6	7
o.	Contemporary	1	2	3	4	5	6	7
p.	Cool	1	2	3	4	5	6	7
q.	Creative	1	2	3	4	5	6	7
r.	Crude	1	2	3	4	5	6	7
s.	Defensive	1	2	3	4	5	6	7
t.	Dependable	1	2	3	4	5	6	7
u.	Disorganized	1	2	3	4	5	6	7

v.	Distrustful	1	2	3	4	5	6	7
w.	Down-to-earth	1	2	3	4	5	6	7
x.	Dull	1	2	3	4	5	6	7
y.	Easy-going	1	2	3	4	5	6	7
z.	Egotistical	1	2	3	4	5	6	7
aa.	Emotional	1	2	3	4	5	6	7
ab.	Energetic	1	2	3	4	5	6	7
ac.	Ethical	1	2	3	4	5	6	7
ad.	Excitable	1	2	3	4	5	6	7
ae.	Exciting	1	2	3	4	5	6	7
af.	Expressive	1	2	3	4	5	6	7
ag.	Family-oriented	1	2	3	4	5	6	7
ah.	Feminine	1	2	3	4	5	6	7
ai.	Formal	1	2	3	4	5	6	7
aj.	Friendly	1	2	3	4	5	6	7
ak.	Frivolous	1	2	3	4	5	6	7
al.	Genuine	1	2	3	4	5	6	7
am.	Glamorous	1	2	3	4	5	6	7
an.	Greedy	1	2	3	4	5	6	7
ao.	Happy	1	2	3	4	5	6	7
ap.	Harsh	1	2	3	4	5	6	7
aq.	High-strung	1	2	3	4	5	6	7
ar.	Honest	1	2	3	4	5	6	7
as.	Humorous	1	2	3	4	5	6	7
at.	Hypocritical	1	2	3	4	5	6	7

au.	Imaginative	1	2	3	4	5	6	7
av.	Immature	1	2	3	4	5	6	7
aw.	Impersonal	1	2	3	4	5	6	7
ax.	Impractical	1	2	3	4	5	6	7
ay.	Inconsistent	1	2	3	4	5	6	7
az.	Inefficient	1	2	3	4	5	6	7
ba.	Informal	1	2	3	4	5	6	7
bb.	Innovative	1	2	3	4	5	6	7
bc.	Insecure	1	2	3	4	5	6	7
bd.	Insincere	1	2	3	4	5	6	7
be.	Lively	1	2	3	4	5	6	7
bf.	Manipulative	1	2	3	4	5	6	7
bg.	Masculine	1	2	3	4	5	6	7
bh.	Mature	1	2	3	4	5	6	7
bi.	Modern	1	2	3	4	5	6	7
bj.	Modest	1	2	3	4	5	6	7
bk.	Narrow-minded	1	2	3	4	5	6	7
bl.	Original	1	2	3	4	5	6	7
bm.	Outdoorsy	1	2	3	4	5	6	7
bn.	Particular	1	2	3	4	5	6	7
bo.	Passionate	1	2	3	4	5	6	7
bp.	Passive	1	2	3	4	5	6	7
bq.	Pompous	1	2	3	4	5	6	7
br.	Practical	1	2	3	4	5	6	7
bs.	Predictable	1	2	3	4	5	6	7

bt.	Progressive	1	2	3	4	5	6	7
bu.	Proud	1	2	3	4	5	6	7
bv.	Real	1	2	3	4	5	6	7
bw.	Reliable	1	2	3	4	5	6	7
bx.	Reserved	1	2	3	4	5	6	7
by.	Rough	1	2	3	4	5	6	7
bz.	Rugged	1	2	3	4	5	6	7
ca.	Self-indulgent	1	2	3	4	5	6	7
cb.	Serious	1	2	3	4	5	6	7
cc.	Shallow	1	2	3	4	5	6	7
cd.	Simple	1	2	3	4	5	6	7
ce.	Sophisticated	1	2	3	4	5	6	7
cf.	Spirited	1	2	3	4	5	6	7
cg.	Stable	1	2	3	4	5	6	7
ch.	Strong	1	2	3	4	5	6	7
ci.	Successful	1	2	3	4	5	6	7
cj.	Tactless	1	2	3	4	5	6	7
ck.	Temperamental	1	2	3	4	5	6	7
cl.	Traditional	1	2	3	4	5	6	7
cm.	Trendy	1	2	3	4	5	6	7
cn.	Unadventurous	1	2	3	4	5	6	7
co.	Unconventional	1	2	3	4	5	6	7
cp.	Uncreative	1	2	3	4	5	6	7
cq.	Unenergetic	1	2	3	4	5	6	7
cr.	Unfriendly	1	2	3	4	5	6	7

cs.	Unreliable	1	2	3	4	5	6	7
ct.	Unsophisticated	1	2	3	4	5	6	7
cu.	Vague	1	2	3	4	5	6	7
cv.	Versatile	1	2	3	4	5	6	7
cw.	Vibrant	1	2	3	4	5	6	7
cx.	Wasteful	1	2	3	4	5	6	7
cy.	Weak	1	2	3	4	5	6	7
cz.	Wholesome	1	2	3	4	5	6	7
da.	Witty	1	2	3	4	5	6	7
db.	Young	1	2	3	4	5	6	7

Soft drink – The Least Favorite Brand

In this part, I would like to ask you about your least favorite brand of soft drink.

18. What is your least favorite brand of soft drink?
   a. 7up
   b. Coca-Cola
   c. Pepsi
   d. Dr Pepper
   e. Fanta
   f. Mountain Dew
   g. Snapple
   h. Sunkist
   i. Other (Please specify): _____

19. Please rate your thought or feelings about your least favorite brand of soft drink using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

		Strongly disagree						Strongly agree
a.	My least favorite brand of soft drink helps me express myself.	1	2	3	4	5	6	7
b.	My least favorite brand of soft drink reflects my personality.	1	2	3	4	5	6	7

20. I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics associated with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

Please rate your thoughts or feelings about your least favorite brand of soft drink using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

When I think of my least favorite brand of soft drink as if it were a person,

		Strongly disagree						Strongly agree
a.	The brand is not related to other brands.	1	2	3	4	5	6	7
b.	The brand has few characteristics in common with other brands.	1	2	3	4	5	6	7

21. Below is a list of 106 adjectives that can be used to describe the personality characteristics of a person and a brand. Please think about which of the following adjectives could describe brand personality of your least favorite brand of soft drink, and rate the descriptiveness of each adjective as brand personality

of your least favorite brand of soft drink using a 7-point scale (1 = "not descriptive at all" and 7 = "very descriptive").

		Not descriptive at all						Very descriptive
a.	Adventurous	1	2	3	4	5	6	7
b.	Ambitious	1	2	3	4	5	6	7
c.	Artistic	1	2	3	4	5	6	7
d.	Authentic	1	2	3	4	5	6	7
e.	Bland	1	2	3	4	5	6	7
f.	Bold	1	2	3	4	5	6	7
g.	Careless	1	2	3	4	5	6	7
h.	Charming	1	2	3	4	5	6	7
i.	Cheerful	1	2	3	4	5	6	7
j.	Cold	1	2	3	4	5	6	7
k.	Compulsive	1	2	3	4	5	6	7
l.	Confident	1	2	3	4	5	6	7
m.	Conservative	1	2	3	4	5	6	7
n.	Consistent	1	2	3	4	5	6	7
o.	Contemporary	1	2	3	4	5	6	7
p.	Cool	1	2	3	4	5	6	7
q.	Creative	1	2	3	4	5	6	7
r.	Crude	1	2	3	4	5	6	7
s.	Defensive	1	2	3	4	5	6	7
t.	Dependable	1	2	3	4	5	6	7
u.	Disorganized	1	2	3	4	5	6	7
v.	Distrustful	1	2	3	4	5	6	7
w.	Down-to-earth	1	2	3	4	5	6	7

x.	Dull	1	2	3	4	5	6	7
y.	Easy-going	1	2	3	4	5	6	7
z.	Egotistical	1	2	3	4	5	6	7
aa.	Emotional	1	2	3	4	5	6	7
ab.	Energetic	1	2	3	4	5	6	7
ac.	Ethical	1	2	3	4	5	6	7
ad.	Excitable	1	2	3	4	5	6	7
ae.	Exciting	1	2	3	4	5	6	7
af.	Expressive	1	2	3	4	5	6	7
ag.	Family-oriented	1	2	3	4	5	6	7
ah.	Feminine	1	2	3	4	5	6	7
ai.	Formal	1	2	3	4	5	6	7
aj.	Friendly	1	2	3	4	5	6	7
ak.	Frivolous	1	2	3	4	5	6	7
al.	Genuine	1	2	3	4	5	6	7
am.	Glamorous	1	2	3	4	5	6	7
an.	Greedy	1	2	3	4	5	6	7
ao.	Happy	1	2	3	4	5	6	7
ap.	Harsh	1	2	3	4	5	6	7
aq.	High-strung	1	2	3	4	5	6	7
ar.	Honest	1	2	3	4	5	6	7
as.	Humorous	1	2	3	4	5	6	7
at.	Hypocritical	1	2	3	4	5	6	7
au.	Imaginative	1	2	3	4	5	6	7
av.	Immature	1	2	3	4	5	6	7

aw.	Impersonal	1	2	3	4	5	6	7
ax.	Impractical	1	2	3	4	5	6	7
ay.	Inconsistent	1	2	3	4	5	6	7
az.	Inefficient	1	2	3	4	5	6	7
ba.	Informal	1	2	3	4	5	6	7
bb.	Innovative	1	2	3	4	5	6	7
bc.	Insecure	1	2	3	4	5	6	7
bd.	Insincere	1	2	3	4	5	6	7
be.	Lively	1	2	3	4	5	6	7
bf.	Manipulative	1	2	3	4	5	6	7
bg.	Masculine	1	2	3	4	5	6	7
bh.	Mature	1	2	3	4	5	6	7
bi.	Modern	1	2	3	4	5	6	7
bj.	Modest	1	2	3	4	5	6	7
bk.	Narrow-minded	1	2	3	4	5	6	7
bl.	Original	1	2	3	4	5	6	7
bm.	Outdoorsy	1	2	3	4	5	6	7
bn.	Particular	1	2	3	4	5	6	7
bo.	Passionate	1	2	3	4	5	6	7
bp.	Passive	1	2	3	4	5	6	7
bq.	Pompous	1	2	3	4	5	6	7
br.	Practical	1	2	3	4	5	6	7
bs.	Predictable	1	2	3	4	5	6	7
bt.	Progressive	1	2	3	4	5	6	7
bu.	Proud	1	2	3	4	5	6	7

bv.	Real	1	2	3	4	5	6	7
bw.	Reliable	1	2	3	4	5	6	7
bx.	Reserved	1	2	3	4	5	6	7
by.	Rough	1	2	3	4	5	6	7
bz.	Rugged	1	2	3	4	5	6	7
ca.	Self-indulgent	1	2	3	4	5	6	7
cb.	Serious	1	2	3	4	5	6	7
cc.	Shallow	1	2	3	4	5	6	7
cd.	Simple	1	2	3	4	5	6	7
ce.	Sophisticated	1	2	3	4	5	6	7
cf.	Spirited	1	2	3	4	5	6	7
cg.	Stable	1	2	3	4	5	6	7
ch.	Strong	1	2	3	4	5	6	7
ci.	Successful	1	2	3	4	5	6	7
cj.	Tactless	1	2	3	4	5	6	7
ck.	Temperamental	1	2	3	4	5	6	7
cl.	Traditional	1	2	3	4	5	6	7
cm.	Trendy	1	2	3	4	5	6	7
cn.	Unadventurous	1	2	3	4	5	6	7
co.	Unconventional	1	2	3	4	5	6	7
cp.	Uncreative	1	2	3	4	5	6	7
cq.	Unenergetic	1	2	3	4	5	6	7
cr.	Unfriendly	1	2	3	4	5	6	7
cs.	Unreliable	1	2	3	4	5	6	7
ct.	Unsophisticated	1	2	3	4	5	6	7

cu.	Vague	1	2	3	4	5	6	7
cv.	Versatile	1	2	3	4	5	6	7
cw.	Vibrant	1	2	3	4	5	6	7
cx.	Wasteful	1	2	3	4	5	6	7
cy.	Weak	1	2	3	4	5	6	7
cz.	Wholesome	1	2	3	4	5	6	7
da.	Witty	1	2	3	4	5	6	7
db.	Young	1	2	3	4	5	6	7

22. You have rated the descriptiveness of brand personality of your most and least favorite soft drink brands in the previous questions. Now, I want to ask you about the causes that make you personalize your most and least favorite brands and form brand personality traits.

Please choose from the product attributes and information sources below all those that influence what you think about the brand personality of soft drinks (check all that apply).

a. The kind of people who drink the brand
b. The company's employees or CEO
c. The brand's product endorsers (e.g., celebrity endorsers or spokesperson)
d. Product-related attributes (e.g., flavor/taste, caffeine content, calories, freshness, sweetness, etc.)
e. Product type itself that is soft drink
f. Brand name
g. Symbol or logo
h. Packaging
i. Price
j. Tag line or slogan
k. Overall feelings after seeing or hearing advertisements
l. Distribution channel (e.g., selling direct, agent, distributor, retailer, etc.)
m. Other (please specify): _____

JEANS

23. Please rate the process of choosing a pair of jeans using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree") based on your most recent choice of **jeans**.

		Strongly disagree						Strongly agree
a.	I make my purchase according to my favorite brand of jeans, regardless of price.	1	2	3	4	5	6	7
b.	My choice of jeans is largely based on price.	1	2	3	4	5	6	7
c.	My choice of jeans says something about me as a person.	1	2	3	4	5	6	7
d.	My choice of jeans is influenced by promotions.	1	2	3	4	5	6	7
e.	I stick with my usual jeans as this saves me time.	1	2	3	4	5	6	7
f.	Quality is my primary concern when buying jeans.	1	2	3	4	5	6	7
g.	My choice of jeans is based on what my friends buy.	1	2	3	4	5	6	7
h.	I choose my jeans because it has a good reputation.	1	2	3	4	5	6	7

Jeans – The Most Favorite Brand

In this part, I would like to ask you about your most favorite brand of jeans.

The Examples of Designer Jeans:

AG Jeans, Antik Denim, Citizens of Humanity, Chip and Pepper, Diesel, Earnest Sewn, Energie, Evisu, Hudson, James Jeans, Joe's Jeans, Lucky Brand Jeans, Mavi Jeans, Miss Sixty, Paper Denim & Cloth, Rock and Republic, Seven for All Mankind, True Religion, and Yanuk

* Designer Jeans are high-fashion jeans that are marketed as status symbols. They typically feature prominently visible designer names or logos on the back pockets and on the right front coin-pocket. Usually, the prices of Designer Jeans range from $150 to $300. (source: Wikipedia)

The Examples of Casual Jeans:

Calvin Klein, Dockers, Guess, Lee, Levi's, Nautica, Wrangler, etc.

24. What is your most favorite brand of jeans?
    a. Calvin Klein
    b. Diesel
    c. Guess
    d. Joe's Jeans
    e. Levi's
    f. Seven for All Mankind
    g. True Religion
    f. Wrangler
    i. Other (Please specify): _____

25. Please rate your thought or feelings about your most favorite brand of jeans using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

		Strongly disagree						Strongly agree
a.	My most favorite brand of jeans helps me express myself.	1	2	3	4	5	6	7
b.	My most favorite brand of jeans reflects my personality.	1	2	3	4	5	6	7

26. I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics associated with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

Please rate your thoughts or feelings about your most favorite brand of jeans using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

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When I think of my most favorite brand of jeans as if it were a person,

		Strongly disagree						Strongly agree
a.	The brand is not related to other brands.	1	2	3	4	5	6	7
b.	The brand has few characteristics in common with other brands.	1	2	3	4	5	6	7

27. Below is a list of 106 adjectives that can be used to describe the personality characteristics of a person and a brand. Please think about which of the following adjectives could describe brand personality of your most favorite brand of jeans, and rate the descriptiveness of each adjective as brand personality of your most favorite brand of jeans using a 7-point scale (1 = "not descriptive at all" and 7 = "very descriptive").

		Not descriptive at all						Very descriptive
a.	Adventurous	1	2	3	4	5	6	7
b.	Ambitious	1	2	3	4	5	6	7
c.	Artistic	1	2	3	4	5	6	7
d.	Authentic	1	2	3	4	5	6	7
e.	Bland	1	2	3	4	5	6	7
f.	Bold	1	2	3	4	5	6	7
g.	Careless	1	2	3	4	5	6	7
h.	Charming	1	2	3	4	5	6	7
i.	Cheerful	1	2	3	4	5	6	7
j.	Cold	1	2	3	4	5	6	7
k.	Compulsive	1	2	3	4	5	6	7
l.	Confident	1	2	3	4	5	6	7
m.	Conservative	1	2	3	4	5	6	7
n.	Consistent	1	2	3	4	5	6	7
o.	Contemporary	1	2	3	4	5	6	7

p.	Cool	1	2	3	4	5	6	7
q.	Creative	1	2	3	4	5	6	7
r.	Crude	1	2	3	4	5	6	7
s.	Defensive	1	2	3	4	5	6	7
t.	Dependable	1	2	3	4	5	6	7
u.	Disorganized	1	2	3	4	5	6	7
v.	Distrustful	1	2	3	4	5	6	7
w.	Down-to-earth	1	2	3	4	5	6	7
x.	Dull	1	2	3	4	5	6	7
y.	Easy-going	1	2	3	4	5	6	7
z.	Egotistical	1	2	3	4	5	6	7
aa.	Emotional	1	2	3	4	5	6	7
ab.	Energetic	1	2	3	4	5	6	7
ac.	Ethical	1	2	3	4	5	6	7
ad.	Excitable	1	2	3	4	5	6	7
ae.	Exciting	1	2	3	4	5	6	7
af.	Expressive	1	2	3	4	5	6	7
ag.	Family-oriented	1	2	3	4	5	6	7
ah.	Feminine	1	2	3	4	5	6	7
ai.	Formal	1	2	3	4	5	6	7
aj.	Friendly	1	2	3	4	5	6	7
ak.	Frivolous	1	2	3	4	5	6	7
al.	Genuine	1	2	3	4	5	6	7
am.	Glamorous	1	2	3	4	5	6	7
an.	Greedy	1	2	3	4	5	6	7

ao.	Happy	1	2	3	4	5	6	7
ap.	Harsh	1	2	3	4	5	6	7
aq.	High-strung	1	2	3	4	5	6	7
ar.	Honest	1	2	3	4	5	6	7
as.	Humorous	1	2	3	4	5	6	7
at.	Hypocritical	1	2	3	4	5	6	7
au.	Imaginative	1	2	3	4	5	6	7
av.	Immature	1	2	3	4	5	6	7
aw.	Impersonal	1	2	3	4	5	6	7
ax.	Impractical	1	2	3	4	5	6	7
ay.	Inconsistent	1	2	3	4	5	6	7
az.	Inefficient	1	2	3	4	5	6	7
ba.	Informal	1	2	3	4	5	6	7
bb.	Innovative	1	2	3	4	5	6	7
bc.	Insecure	1	2	3	4	5	6	7
bd.	Insincere	1	2	3	4	5	6	7
be.	Lively	1	2	3	4	5	6	7
bf.	Manipulative	1	2	3	4	5	6	7
bg.	Masculine	1	2	3	4	5	6	7
bh.	Mature	1	2	3	4	5	6	7
bi.	Modern	1	2	3	4	5	6	7
bj.	Modest	1	2	3	4	5	6	7
bk.	Narrow-minded	1	2	3	4	5	6	7
bl.	Original	1	2	3	4	5	6	7
bm.	Outdoorsy	1	2	3	4	5	6	7

bn.	Particular	1	2	3	4	5	6	7
bo.	Passionate	1	2	3	4	5	6	7
bp.	Passive	1	2	3	4	5	6	7
bq.	Pompous	1	2	3	4	5	6	7
br.	Practical	1	2	3	4	5	6	7
bs.	Predictable	1	2	3	4	5	6	7
bt.	Progressive	1	2	3	4	5	6	7
bu.	Proud	1	2	3	4	5	6	7
bv.	Real	1	2	3	4	5	6	7
bw.	Reliable	1	2	3	4	5	6	7
bx.	Reserved	1	2	3	4	5	6	7
by.	Rough	1	2	3	4	5	6	7
bz.	Rugged	1	2	3	4	5	6	7
ca.	Self-indulgent	1	2	3	4	5	6	7
cb.	Serious	1	2	3	4	5	6	7
cc.	Shallow	1	2	3	4	5	6	7
cd.	Simple	1	2	3	4	5	6	7
ce.	Sophisticated	1	2	3	4	5	6	7
cf.	Spirited	1	2	3	4	5	6	7
cg.	Stable	1	2	3	4	5	6	7
ch.	Strong	1	2	3	4	5	6	7
ci.	Successful	1	2	3	4	5	6	7
cj.	Tactless	1	2	3	4	5	6	7
ck.	Temperamental	1	2	3	4	5	6	7
cl.	Traditional	1	2	3	4	5	6	7

cm.	Trendy	1	2	3	4	5	6	7
cn.	Unadventurous	1	2	3	4	5	6	7
co.	Unconventional	1	2	3	4	5	6	7
cp.	Uncreative	1	2	3	4	5	6	7
cq.	Unenergetic	1	2	3	4	5	6	7
cr.	Unfriendly	1	2	3	4	5	6	7
cs.	Unreliable	1	2	3	4	5	6	7
ct.	Unsophisticated	1	2	3	4	5	6	7
cu.	Vague	1	2	3	4	5	6	7
cv.	Versatile	1	2	3	4	5	6	7
cw.	Vibrant	1	2	3	4	5	6	7
cx.	Wasteful	1	2	3	4	5	6	7
cy.	Weak	1	2	3	4	5	6	7
cz.	Wholesome	1	2	3	4	5	6	7
da.	Witty	1	2	3	4	5	6	7
db.	Young	1	2	3	4	5	6	7

Jeans – The Least Favorite Brand

In this part, I would like to ask you about your least favorite brand of jeans.

28. What is your least favorite brand of jeans?
    a. Calvin Klein
    b. Diesel
    c. Guess
    d. Joe's Jeans
    e. Levi's
    f. Seven for All Mankind
    g. True Religion
    f. Wrangler
    i. Other (Please specify): _____

29. Please rate your thought or feelings about your least favorite brand of jeans using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

		Strongly disagree						Strongly agree
a.	My least favorite brand of jeans helps me express myself.	1	2	3	4	5	6	7
b.	My least favorite brand of jeans reflects my personality.	1	2	3	4	5	6	7

30. I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics associated with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

Please rate your thoughts or feelings about your least favorite brand of jeans using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

When I think of my least favorite brand of jeans as if it were a person,

		Strongly disagree						Strongly agree
a.	The brand is not related to other brands.	1	2	3	4	5	6	7
b.	The brand has few characteristics in common with other brands.	1	2	3	4	5	6	7

31. Below is a list of 106 adjectives that can be used to describe the personality characteristics of a person and a brand. Please think about which of the following adjectives could describe brand personality of your least favorite brand of jeans, and rate the descriptiveness of each adjective as brand personality of

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your least favorite brand of jeans using a 7-point scale (1 = "not descriptive at all" and 7 = "very descriptive").

		Not descriptive at all						Very descriptive
a.	Adventurous	1	2	3	4	5	6	7
b.	Ambitious	1	2	3	4	5	6	7
c.	Artistic	1	2	3	4	5	6	7
d.	Authentic	1	2	3	4	5	6	7
e.	Bland	1	2	3	4	5	6	7
f.	Bold	1	2	3	4	5	6	7
g.	Careless	1	2	3	4	5	6	7
h.	Charming	1	2	3	4	5	6	7
i.	Cheerful	1	2	3	4	5	6	7
j.	Cold	1	2	3	4	5	6	7
k.	Compulsive	1	2	3	4	5	6	7
l.	Confident	1	2	3	4	5	6	7
m.	Conservative	1	2	3	4	5	6	7
n.	Consistent	1	2	3	4	5	6	7
o.	Contemporary	1	2	3	4	5	6	7
p.	Cool	1	2	3	4	5	6	7
q.	Creative	1	2	3	4	5	6	7
r.	Crude	1	2	3	4	5	6	7
s.	Defensive	1	2	3	4	5	6	7
t.	Dependable	1	2	3	4	5	6	7
u.	Disorganized	1	2	3	4	5	6	7
v.	Distrustful	1	2	3	4	5	6	7
w.	Down-to-earth	1	2	3	4	5	6	7

x.	Dull	1	2	3	4	5	6	7
y.	Easy-going	1	2	3	4	5	6	7
z.	Egotistical	1	2	3	4	5	6	7
aa.	Emotional	1	2	3	4	5	6	7
ab.	Energetic	1	2	3	4	5	6	7
ac.	Ethical	1	2	3	4	5	6	7
ad.	Excitable	1	2	3	4	5	6	7
ae.	Exciting	1	2	3	4	5	6	7
af.	Expressive	1	2	3	4	5	6	7
ag.	Family-oriented	1	2	3	4	5	6	7
ah.	Feminine	1	2	3	4	5	6	7
ai.	Formal	1	2	3	4	5	6	7
aj.	Friendly	1	2	3	4	5	6	7
ak.	Frivolous	1	2	3	4	5	6	7
al.	Genuine	1	2	3	4	5	6	7
am.	Glamorous	1	2	3	4	5	6	7
an.	Greedy	1	2	3	4	5	6	7
ao.	Happy	1	2	3	4	5	6	7
ap.	Harsh	1	2	3	4	5	6	7
aq.	High-strung	1	2	3	4	5	6	7
ar.	Honest	1	2	3	4	5	6	7
as.	Humorous	1	2	3	4	5	6	7
at.	Hypocritical	1	2	3	4	5	6	7
au.	Imaginative	1	2	3	4	5	6	7
av.	Immature	1	2	3	4	5	6	7

aw.	Impersonal	1	2	3	4	5	6	7
ax.	Impractical	1	2	3	4	5	6	7
ay.	Inconsistent	1	2	3	4	5	6	7
az.	Inefficient	1	2	3	4	5	6	7
ba.	Informal	1	2	3	4	5	6	7
bb.	Innovative	1	2	3	4	5	6	7
bc.	Insecure	1	2	3	4	5	6	7
bd.	Insincere	1	2	3	4	5	6	7
be.	Lively	1	2	3	4	5	6	7
bf.	Manipulative	1	2	3	4	5	6	7
bg.	Masculine	1	2	3	4	5	6	7
bh.	Mature	1	2	3	4	5	6	7
bi.	Modern	1	2	3	4	5	6	7
bj.	Modest	1	2	3	4	5	6	7
bk.	Narrow-minded	1	2	3	4	5	6	7
bl.	Original	1	2	3	4	5	6	7
bm.	Outdoorsy	1	2	3	4	5	6	7
bn.	Particular	1	2	3	4	5	6	7
bo.	Passionate	1	2	3	4	5	6	7
bp.	Passive	1	2	3	4	5	6	7
bq.	Pompous	1	2	3	4	5	6	7
br.	Practical	1	2	3	4	5	6	7
bs.	Predictable	1	2	3	4	5	6	7
bt.	Progressive	1	2	3	4	5	6	7
bu.	Proud	1	2	3	4	5	6	7

bv.	Real	1	2	3	4	5	6	7
bw.	Reliable	1	2	3	4	5	6	7
bx.	Reserved	1	2	3	4	5	6	7
by.	Rough	1	2	3	4	5	6	7
bz.	Rugged	1	2	3	4	5	6	7
ca.	Self-indulgent	1	2	3	4	5	6	7
cb.	Serious	1	2	3	4	5	6	7
cc.	Shallow	1	2	3	4	5	6	7
cd.	Simple	1	2	3	4	5	6	7
ce.	Sophisticated	1	2	3	4	5	6	7
cf.	Spirited	1	2	3	4	5	6	7
cg.	Stable	1	2	3	4	5	6	7
ch.	Strong	1	2	3	4	5	6	7
ci.	Successful	1	2	3	4	5	6	7
cj.	Tactless	1	2	3	4	5	6	7
ck.	Temperamental	1	2	3	4	5	6	7
cl.	Traditional	1	2	3	4	5	6	7
cm.	Trendy	1	2	3	4	5	6	7
cn.	Unadventurous	1	2	3	4	5	6	7
co.	Unconventional	1	2	3	4	5	6	7
cp.	Uncreative	1	2	3	4	5	6	7
cq.	Unenergetic	1	2	3	4	5	6	7
cr.	Unfriendly	1	2	3	4	5	6	7
cs.	Unreliable	1	2	3	4	5	6	7
ct.	Unsophisticated	1	2	3	4	5	6	7

cu.	Vague	1	2	3	4	5	6	7
cv.	Versatile	1	2	3	4	5	6	7
cw.	Vibrant	1	2	3	4	5	6	7
cx.	Wasteful	1	2	3	4	5	6	7
cy.	Weak	1	2	3	4	5	6	7
cz.	Wholesome	1	2	3	4	5	6	7
da.	Witty	1	2	3	4	5	6	7
db.	Young	1	2	3	4	5	6	7

32. You have rated the descriptiveness of brand personality of your most and least favorite jeans brands in the previous questions. Now, I want to ask you about the causes that make you personalize your most and least favorite brands and form brand personality traits.

Please choose from the product attributes and information sources below all those that influence what you think about the brand personality of jeans (check all that apply).

a. The kind of people who use the brand
b. The company's employees or CEO
c. The brand's product endorsers (e.g., celebrity endorsers or spokesperson)
d. Product-related attributes (e.g., style, material, comfort, durability, etc.)
e. Product type themselves that are jeans
f. Brand name
g. Symbol or logo
h. Packaging
i. Price
j. Tag line or slogan
k. Overall feelings after seeing or hearing advertisements
l. Distribution channel
m. Other (please specify): _____

SHAMPOO

33. Please rate the process of choosing a shampoo using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree") based on your most recent choice of a **shampoo**.

		Strongly disagree						Strongly agree
a.	I make my purchase according to my favorite brand of shampoo, regardless of price.	1	2	3	4	5	6	7
b.	My choice of shampoo is largely based on price.	1	2	3	4	5	6	7
c.	My choice of shampoo says something about me as a person.	1	2	3	4	5	6	7
d.	My choice of shampoo is influenced by promotions.	1	2	3	4	5	6	7
e.	I stick with my usual shampoo as this saves me time.	1	2	3	4	5	6	7
f.	Quality is my primary concern when buying a shampoo.	1	2	3	4	5	6	7
g.	My choice of shampoo is based on what my friends buy.	1	2	3	4	5	6	7
h.	I choose my shampoo because it has a good reputation.	1	2	3	4	5	6	7

Shampoo – The Most Favorite Brand

In this part, I would like to ask you about your most favorite brand of shampoo.

34. What is your most favorite brand of shampoo?
    a. Dove
    b. L'Oreal
    c. Pentene
    d. Suave
    e. Head & Shoulders
    f. Neutrogena
    g. Garinier
    h. TRESemmé
    i. Other (Please specify): _____

35. Please rate your thought or feelings about your most favorite brand of shampoo using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

		Strongly disagree						Strongly agree
a.	My most favorite brand of shampoo helps me express myself.	1	2	3	4	5	6	7
b.	My most favorite brand of shampoo reflects my personality.	1	2	3	4	5	6	7

36. I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics associated with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

Please rate your thoughts or feelings about your most favorite brand of shampoo using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

When I think of my most favorite brand of shampoo as if it were a person,

		Strongly disagree						Strongly agree
a.	The brand is not related to other brands.	1	2	3	4	5	6	7
b.	The brand has few characteristics in common with other brands.	1	2	3	4	5	6	7

37. Below is a list of 106 adjectives that can be used to describe the personality characteristics of a person and a brand. Please think about which of the following adjectives could describe brand personality of your most favorite brand of shampoo, and rate the descriptiveness of each adjective as brand personality of your most favorite brand of shampoo using a 7-point scale (1 = "not descriptive at all" and 7 = "very descriptive").

		Not descriptive at all						Very descriptive
a.	Adventurous	1	2	3	4	5	6	7
b.	Ambitious	1	2	3	4	5	6	7
c.	Artistic	1	2	3	4	5	6	7
d.	Authentic	1	2	3	4	5	6	7
e.	Bland	1	2	3	4	5	6	7
f.	Bold	1	2	3	4	5	6	7
g.	Careless	1	2	3	4	5	6	7
h.	Charming	1	2	3	4	5	6	7
i.	Cheerful	1	2	3	4	5	6	7
j.	Cold	1	2	3	4	5	6	7
k.	Compulsive	1	2	3	4	5	6	7
l.	Confident	1	2	3	4	5	6	7
m.	Conservative	1	2	3	4	5	6	7
n.	Consistent	1	2	3	4	5	6	7
o.	Contemporary	1	2	3	4	5	6	7
p.	Cool	1	2	3	4	5	6	7
q.	Creative	1	2	3	4	5	6	7
r.	Crude	1	2	3	4	5	6	7
s.	Defensive	1	2	3	4	5	6	7
t.	Dependable	1	2	3	4	5	6	7
u.	Disorganized	1	2	3	4	5	6	7

v.	Distrustful	1	2	3	4	5	6	7
w.	Down-to-earth	1	2	3	4	5	6	7
x.	Dull	1	2	3	4	5	6	7
y.	Easy-going	1	2	3	4	5	6	7
z.	Egotistical	1	2	3	4	5	6	7
aa.	Emotional	1	2	3	4	5	6	7
ab.	Energetic	1	2	3	4	5	6	7
ac.	Ethical	1	2	3	4	5	6	7
ad.	Excitable	1	2	3	4	5	6	7
ae.	Exciting	1	2	3	4	5	6	7
af.	Expressive	1	2	3	4	5	6	7
ag.	Family-oriented	1	2	3	4	5	6	7
ah.	Feminine	1	2	3	4	5	6	7
ai.	Formal	1	2	3	4	5	6	7
aj.	Friendly	1	2	3	4	5	6	7
ak.	Frivolous	1	2	3	4	5	6	7
al.	Genuine	1	2	3	4	5	6	7
am.	Glamorous	1	2	3	4	5	6	7
an.	Greedy	1	2	3	4	5	6	7
ao.	Happy	1	2	3	4	5	6	7
ap.	Harsh	1	2	3	4	5	6	7
aq.	High-strung	1	2	3	4	5	6	7
ar.	Honest	1	2	3	4	5	6	7
as.	Humorous	1	2	3	4	5	6	7
at.	Hypocritical	1	2	3	4	5	6	7

au.	Imaginative	1	2	3	4	5	6	7
av.	Immature	1	2	3	4	5	6	7
aw.	Impersonal	1	2	3	4	5	6	7
ax.	Impractical	1	2	3	4	5	6	7
ay.	Inconsistent	1	2	3	4	5	6	7
az.	Inefficient	1	2	3	4	5	6	7
ba.	Informal	1	2	3	4	5	6	7
bb.	Innovative	1	2	3	4	5	6	7
bc.	Insecure	1	2	3	4	5	6	7
bd.	Insincere	1	2	3	4	5	6	7
be.	Lively	1	2	3	4	5	6	7
bf.	Manipulative	1	2	3	4	5	6	7
bg.	Masculine	1	2	3	4	5	6	7
bh.	Mature	1	2	3	4	5	6	7
bi.	Modern	1	2	3	4	5	6	7
bj.	Modest	1	2	3	4	5	6	7
bk.	Narrow-minded	1	2	3	4	5	6	7
bl.	Original	1	2	3	4	5	6	7
bm.	Outdoorsy	1	2	3	4	5	6	7
bn.	Particular	1	2	3	4	5	6	7
bo.	Passionate	1	2	3	4	5	6	7
bp.	Passive	1	2	3	4	5	6	7
bq.	Pompous	1	2	3	4	5	6	7
br.	Practical	1	2	3	4	5	6	7
bs.	Predictable	1	2	3	4	5	6	7

bt.	Progressive	1	2	3	4	5	6	7
bu.	Proud	1	2	3	4	5	6	7
bv.	Real	1	2	3	4	5	6	7
bw.	Reliable	1	2	3	4	5	6	7
bx.	Reserved	1	2	3	4	5	6	7
by.	Rough	1	2	3	4	5	6	7
bz.	Rugged	1	2	3	4	5	6	7
ca.	Self-indulgent	1	2	3	4	5	6	7
cb.	Serious	1	2	3	4	5	6	7
cc.	Shallow	1	2	3	4	5	6	7
cd.	Simple	1	2	3	4	5	6	7
ce.	Sophisticated	1	2	3	4	5	6	7
cf.	Spirited	1	2	3	4	5	6	7
cg.	Stable	1	2	3	4	5	6	7
ch.	Strong	1	2	3	4	5	6	7
ci.	Successful	1	2	3	4	5	6	7
cj.	Tactless	1	2	3	4	5	6	7
ck.	Temperamental	1	2	3	4	5	6	7
cl.	Traditional	1	2	3	4	5	6	7
cm.	Trendy	1	2	3	4	5	6	7
cn.	Unadventurous	1	2	3	4	5	6	7
co.	Unconventional	1	2	3	4	5	6	7
cp.	Uncreative	1	2	3	4	5	6	7
cq.	Unenergetic	1	2	3	4	5	6	7
cr.	Unfriendly	1	2	3	4	5	6	7

cs.	Unreliable	1	2	3	4	5	6	7
ct.	Unsophisticated	1	2	3	4	5	6	7
cu.	Vague	1	2	3	4	5	6	7
cv.	Versatile	1	2	3	4	5	6	7
cw.	Vibrant	1	2	3	4	5	6	7
cx.	Wasteful	1	2	3	4	5	6	7
cy.	Weak	1	2	3	4	5	6	7
cz.	Wholesome	1	2	3	4	5	6	7
da.	Witty	1	2	3	4	5	6	7
db.	Young	1	2	3	4	5	6	7

Shampoo – The Least Favorite Brand

In this part, I would like to ask you about your least favorite brand of shampoo.

38. What is your least favorite brand of shampoo?
    a. Dove
    b. L'Oreal
    c. Pentene
    d. Suave
    e. Head & Shoulders
    f. Neutrogena
    g. Garinier
    h. TRESemmé
    i. Other (Please specify): _____

39. Please rate your thought or feelings about your least favorite brand of shampoo using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

		Strongly disagree						Strongly agree
a.	My least favorite brand of shampoo helps me express myself.	1	2	3	4	5	6	7
b.	My least favorite brand of shampoo reflects my personality.	1	2	3	4	5	6	7

40. I would like you to think of a brand as if it were a person. This may sound unusual, but think of the set of human characteristics associated with a brand. For example, you might think that the human characteristics associated with *MasterCard* are sophisticated and classy but also they are snobbish and condescending. And, the human personality associated with *Banana Republic* might be perceived as being polite and intelligent but also boring and unambitious.

Please rate your thoughts or feelings about your least favorite brand of shampoo using a 7-point scale (1 = "strongly disagree" and 7 = "strongly agree").

When I think of my least favorite brand of shampoo as if it were a person,

		Strongly disagree						Strongly agree
a.	The brand is not related to other brands.	1	2	3	4	5	6	7
b.	The brand has few characteristics in common with other brands.	1	2	3	4	5	6	7

41. Below is a list of 106 adjectives that can be used to describe the personality characteristics of a person and a brand. Please think about which of the following adjectives could describe brand personality of your least favorite brand of shampoo, and rate the descriptiveness of each adjective as brand personality of your least favorite brand of shampoo using a 7-point scale (1 = "not descriptive at all" and 7 = "very descriptive").

		Not descriptive at all						Very descriptive
a.	Adventurous	1	2	3	4	5	6	7
b.	Ambitious	1	2	3	4	5	6	7
c.	Artistic	1	2	3	4	5	6	7
d.	Authentic	1	2	3	4	5	6	7
e.	Bland	1	2	3	4	5	6	7
f.	Bold	1	2	3	4	5	6	7
g.	Careless	1	2	3	4	5	6	7
h.	Charming	1	2	3	4	5	6	7
i.	Cheerful	1	2	3	4	5	6	7
j.	Cold	1	2	3	4	5	6	7
k.	Compulsive	1	2	3	4	5	6	7
l.	Confident	1	2	3	4	5	6	7
m.	Conservative	1	2	3	4	5	6	7
n.	Consistent	1	2	3	4	5	6	7
o.	Contemporary	1	2	3	4	5	6	7
p.	Cool	1	2	3	4	5	6	7
q.	Creative	1	2	3	4	5	6	7
r.	Crude	1	2	3	4	5	6	7
s.	Defensive	1	2	3	4	5	6	7
t.	Dependable	1	2	3	4	5	6	7
u.	Disorganized	1	2	3	4	5	6	7

v.	Distrustful	1	2	3	4	5	6	7
w.	Down-to-earth	1	2	3	4	5	6	7
x.	Dull	1	2	3	4	5	6	7
y.	Easy-going	1	2	3	4	5	6	7
z.	Egotistical	1	2	3	4	5	6	7
aa.	Emotional	1	2	3	4	5	6	7
ab.	Energetic	1	2	3	4	5	6	7
ac.	Ethical	1	2	3	4	5	6	7
ad.	Excitable	1	2	3	4	5	6	7
ae.	Exciting	1	2	3	4	5	6	7
af.	Expressive	1	2	3	4	5	6	7
ag.	Family-oriented	1	2	3	4	5	6	7
ah.	Feminine	1	2	3	4	5	6	7
ai.	Formal	1	2	3	4	5	6	7
aj.	Friendly	1	2	3	4	5	6	7
ak.	Frivolous	1	2	3	4	5	6	7
al.	Genuine	1	2	3	4	5	6	7
am.	Glamorous	1	2	3	4	5	6	7
an.	Greedy	1	2	3	4	5	6	7
ao.	Happy	1	2	3	4	5	6	7
ap.	Harsh	1	2	3	4	5	6	7
aq.	High-strung	1	2	3	4	5	6	7
ar.	Honest	1	2	3	4	5	6	7
as.	Humorous	1	2	3	4	5	6	7
at.	Hypocritical	1	2	3	4	5	6	7

au.	Imaginative	1	2	3	4	5	6	7
av.	Immature	1	2	3	4	5	6	7
aw.	Impersonal	1	2	3	4	5	6	7
ax.	Impractical	1	2	3	4	5	6	7
ay.	Inconsistent	1	2	3	4	5	6	7
az.	Inefficient	1	2	3	4	5	6	7
ba.	Informal	1	2	3	4	5	6	7
bb.	Innovative	1	2	3	4	5	6	7
bc.	Insecure	1	2	3	4	5	6	7
bd.	Insincere	1	2	3	4	5	6	7
be.	Lively	1	2	3	4	5	6	7
bf.	Manipulative	1	2	3	4	5	6	7
bg.	Masculine	1	2	3	4	5	6	7
bh.	Mature	1	2	3	4	5	6	7
bi.	Modern	1	2	3	4	5	6	7
bj.	Modest	1	2	3	4	5	6	7
bk.	Narrow-minded	1	2	3	4	5	6	7
bl.	Original	1	2	3	4	5	6	7
bm.	Outdoorsy	1	2	3	4	5	6	7
bn.	Particular	1	2	3	4	5	6	7
bo.	Passionate	1	2	3	4	5	6	7
bp.	Passive	1	2	3	4	5	6	7
bq.	Pompous	1	2	3	4	5	6	7
br.	Practical	1	2	3	4	5	6	7
bs.	Predictable	1	2	3	4	5	6	7

bt.	Progressive	1	2	3	4	5	6	7
bu.	Proud	1	2	3	4	5	6	7
bv.	Real	1	2	3	4	5	6	7
bw.	Reliable	1	2	3	4	5	6	7
bx.	Reserved	1	2	3	4	5	6	7
by.	Rough	1	2	3	4	5	6	7
bz.	Rugged	1	2	3	4	5	6	7
ca.	Self-indulgent	1	2	3	4	5	6	7
cb.	Serious	1	2	3	4	5	6	7
cc.	Shallow	1	2	3	4	5	6	7
cd.	Simple	1	2	3	4	5	6	7
ce.	Sophisticated	1	2	3	4	5	6	7
cf.	Spirited	1	2	3	4	5	6	7
cg.	Stable	1	2	3	4	5	6	7
ch.	Strong	1	2	3	4	5	6	7
ci.	Successful	1	2	3	4	5	6	7
cj.	Tactless	1	2	3	4	5	6	7
ck.	Temperamental	1	2	3	4	5	6	7
cl.	Traditional	1	2	3	4	5	6	7
cm.	Trendy	1	2	3	4	5	6	7
cn.	Unadventurous	1	2	3	4	5	6	7
co.	Unconventional	1	2	3	4	5	6	7
cp.	Uncreative	1	2	3	4	5	6	7
cq.	Unenergetic	1	2	3	4	5	6	7
cr.	Unfriendly	1	2	3	4	5	6	7

cs.	Unreliable	1	2	3	4	5	6	7
ct.	Unsophisticated	1	2	3	4	5	6	7
cu.	Vague	1	2	3	4	5	6	7
cv.	Versatile	1	2	3	4	5	6	7
cw.	Vibrant	1	2	3	4	5	6	7
cx.	Wasteful	1	2	3	4	5	6	7
cy.	Weak	1	2	3	4	5	6	7
cz.	Wholesome	1	2	3	4	5	6	7
da.	Witty	1	2	3	4	5	6	7
db.	Young	1	2	3	4	5	6	7

42. You have rated the descriptiveness of brand personality of your most and least favorite shampoo brands in the previous questions. Now, I want to ask you about the causes that make you personalize your most and least favorite brands and form brand personality traits.

Please choose from the product attributes and information sources below all those that influence what you think about the brand personality of shampoos (check all that apply).

a. The kind of people who use the brand
b. The company's employees or CEO
c. The brand's product endorsers (e.g., celebrity endorsers or spokesperson)
d. Product-related attributes (e.g., size, weight, color, style, ease of use, compatibility, warranty, etc.)
e. Product type itself that is shampoo
f. Brand name
g. Symbol or logo
h. Packaging
i. Price
j. Tag line or slogan
k. Overall feelings after seeing or hearing advertisements
l. Distribution channel
m. Other (please specify): _____