

The Role of Brand Personality in Consumer Brand Engagement

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Abstract

The purpose of this paper is to explore the connection between brand character and customer commitment. The personality of a brand describes how its products and services are perceived by its target audience. Brand engagement refers to the emotional investment and participation of customers in a brand. Highlighting significant results and research gaps, this study delivers a complete literature analysis on brand personality and consumer brand engagement. In this article, we investigate how brand character influences customer loyalty. Brand personality was shown to have a significant impact on customer involvement, with certain attributes being more strongly connected with engagement than others. Brand trust, perceived quality, and brand loyalty were shown to mitigate the impact of brand personality on consumer involvement. The results have far-reaching implications for brand managers hoping to build stronger connections with consumers. Managers may improve marketing tactics that connect with customers on an emotional level by learning how brand personality influences consumer engagement. Understanding the role of brand personality in customer behavior is important, and this research helps brand managers learn how to use this idea to boost consumer commitment to their products.

Keywords: brand character, customer commitment, brand personality, brand engagement, emotional investment, participation, customer loyalty, perceived quality, brand trust, brand managers, marketing tactics, consumer behavior.

The Role of Brand Personality in Consumer Brand Engagement

The marketing idea of "brand personality" refers to the humanlike qualities and characteristics that customers attribute to a product or service. As companies strive to build and maintain meaningful connections with their clientele, the notion of brand personality has come to the fore in recent years. Brand personality has been acknowledged as an important determinant in customer brand engagement. Brand engagement refers to the emotional investment and participation of customers in a brand. Consumers who are invested in a brand are more inclined to support it in several ways, including purchase intent, word-of-mouth advertising, and defense against poor reviews. This is why many brand managers have made customer loyalty their top priority. There has been a lot of research in recent years on the connection between brand personality and consumer brand engagement. However, there are still gaps in our understanding of how brand personality affects customer engagement despite the expanding body of literature on the subject. For example, we don't yet know which characteristics of a brand's personality are most linked to engagement or how other factors, like consumers' confidence in the brand or their opinion of the brand's quality, may temper the effect of personality on engagement. In light of these gaps in our understanding, the purpose of this article is to explore the function of brand personality in consumer brand engagement. The purpose of this paper is to help brand managers better understand the connection between brand personality and consumer brand engagement so that they may build stronger marketing campaigns and more meaningful connections with their clientele.

Need for the Study

The role of brand personality in consumer brand engagement is a topic worthy of study for a variety of reasons. Firstly, the brand personality of a product or service is an essential component of the marketing balance, and marketers must comprehend its influence on consumer behavior. The set of human characteristics associated with a brand, which can influence how consumers perceive and interact with the brand. Therefore, understanding the function of brand personality in consumer brand engagement can assist marketers in maximizing their brand's impact on consumers. Second, consumer engagement with a brand is a crucial component of brand success. Engaged consumers are more likely to develop favorable brand attitudes, make additional purchases, and recommend the brand to others. Therefore, understanding the factors that drive consumer engagement is crucial for marketers seeking to cultivate customer loyalty. In today's digital age, when consumers increasingly interact with brands through social media and other digital channels, the role of brand personality in consumer engagement is particularly relevant. Thirdly, research into the role of brand

personality in consumer engagement can aid businesses in the creation of more effective brand strategies. By identifying the personality traits most pertinent to their target audience, businesses can tailor their branding efforts to resonate more strongly with their customers. For instance, a brand aimed at young adults may emphasize characteristics such as excitement and originality, whereas a brand aimed at elderly consumers may emphasize characteristics such as dependability and trustworthiness. There are a number of compelling arguments for why the role of brand personality in consumer brand engagement is an important research topic. This research can help marketers develop more effective brand strategies, ultimately leading to greater brand success, by casting light on the factors that drive consumer engagement and brand loyalty.

Nature of Study

"The Role of Brand Personality in Consumer Brand Engagement" takes an exploratory and descriptive approach to its subject matter. The purpose of the study is to determine and investigate the nature of the connection that exists between a company's personality and the level of engagement shown by its customers, as well as the impact that this connection has on the manner in which customers interact with brands. A content study of the brand's communication on social media, advertising, and other digital channels may also be included in the technique.

Scope of Study

The purpose of this study paper is to investigate the influence that a brand's personality has on the level of engagement that consumers have with that brand. The purpose of the study is to investigate the many aspects of brand personality, such as honesty, enthusiasm, competence, sophistication, and roughness, as well as the ways in which these aspects influence the behaviour of customers towards companies. The study may also investigate the impact that demographic characteristics like age, gender, and income have on the personality of brands and the level of engagement of their target audiences. In order to broaden the applicability of the findings of this study, it may include a cross-section of consumers hailing from a variety of fields and professions.

Limitations of Study

The research paper might have several drawbacks, such as a limited sample size, possible biased selection and responses, and other problems. Because there is only so much time and money to go around for the study, the size of the sample could be restricted. It's possible that the research was only conducted in a single area, which severely limits its applicability more broadly. Due to the fact that both brand personality and consumer engagement are complex and multidimensional concepts, the research may encounter difficulties when attempting to measure either of these factors. In addition, it is possible that the study will not be able to take into consideration extraneous aspects such as the economic and social environment, both of which have the potential to influence the behavior of customers towards companies.

Literature Review

Brand Management and Consumer Engagement

Strong branding is advantageous for both consumers and companies, but in different ways that complement one another. Businesses rely on brands because doing so streamlines order processing and tracking, safeguards unique selling points, makes it easy to expand product offerings, and broadens the client base. Managers create brands and brand strategies for five interconnected reasons: (1) to distinguish their product from competitors' and keep it from becoming a commodity; (2) to give the product an image or personality; (3) to give the brand an identity; (4) to strengthen the company's image and reputation; and (5) to facilitate relationships with customers that result in long-term value. Brand equity is created when these goals are realised and consumers see companies as relatable (Malar et al., 2011). According to Aaker (1991, p. 17) and Ferrell and Hartline (2005), p. 177, "the marketing and financial value of a brand to the company that arises from consumer awareness, their loyalty, quality perceptions, and other associations" is brand equity. Since consumers place such importance on brands, equity also helps boost long-term profits via word-of-mouth advertising. Successful brand strategies and brand equity owe a great deal on the contributions of the company's end users. Customers build positive associations with a firm and its products or services when they are able to engage with the brand on a personal level and even contribute to its development. dominant brands Managers develop brand strategies based on the dynamic between the character of the brand and the involvement of the target audience. As a result of their involvement, customers develop a positive impression of the brand, which may lead to stronger customer loyalty and even brand advocacy (Goldsmith, 2011). As a consequence, customers become more familiar with and committed to the brand over time. There are some

theoretical connections between brand personality and consumer brand engagement (Maehle et al., 2011), but little in the way of practical evidence. It's crucial to show that efforts made by both management and consumers to cultivate a brand's personality lead to the desired rise in brand engagement.

Brand Personality

The idea of brand personality is heavily used in many influential accounts of brand management and brand theory (e.g., Aaker, 1996; Keller, 2003; Haugtvedt et al., 2008). Van Rekom, Jacobs, and Verlegh (2006) state that there is a case to be made that the character of a brand is crucial to its positioning. Customers search for companies that reflect their own sense of identity, therefore it stands to reason that a brand's personality is an important factor in building loyalty among them (Malar et al., 2011). This has led researchers to suggest self-report measures for gauging brand personality across a variety of traits and dimensions (see, for instance, Aaker (1996) and Geuens (et al. Both the quantity and variety of adjectives used in these scales serve to set them apart from one another. Although the Aaker scale is the most popular, Geuens et al. (2009) criticize it for having a vague definition of brand personality, not being generalizable, and not having a factor structure that can be duplicated. The Aaker scale comprises fifteen items.

Brand Engagement: Global and Specific

Consumers have several types of connections with brands, such as resonance, love, commitment, loyalty, and engagement, as stated by the Consumer Brand Relationship Colloquium (2011). A key aspect of the Customer-Based Brand Equity concept proposed by Keller (2001) is customer involvement with the brand. According to his idea, managers may increase their brand's worth by establishing meaningful relationships with consumers and demonstrating how their products improve consumers' lives. A customer's enthusiasm to talk about the brand, gain knowledge about the brand, and showcase the brand's usage is indicative of engagement with the brand, which is the ultimate goal (Goldsmith, 2011). There is a wealth of advice in the literature on brand management that exhorts managers to increase brand loyalty among their target demographics (e.g., Sullivan, 2009). On the other hand, brand loyalty might be an indicator of future brand loyalty. This trend is described by Sprott et al. (2009), who also offer a multi-item self-report test to assess it. This tendency is common among certain customers and may be seen, for instance, in their devotion to a particular brand.

Objectives

The purpose of this article is to investigate the impact of brand personality on customer loyalty. The research includes five main goals that will help it achieve this goal. Researching the theoretical foundations of brand personality and its qualities including sincerity, excitement, competence, sophistication, and roughness is the primary goal of this research. The study's goal is to provide light on the idea of brand personality and its significance in influencing customer behavior. The second focus of this research is to analyze how brand persona influences customer loyalty. To do this, we'll have to look at how things like brand voice and tone affect things like sales and word-of-mouth marketing. Finding out how brand personality may be used to boost customer engagement is central to this study's overarching goal of exploring the connection between the two. The third purpose of this research is to learn what factors, if any, moderate the association between brand persona and consumer brand engagement. To achieve this goal, you must analyze how demographic variables like age, gender, and personality type influence the influence of brand personality on customer behavior. The study's overarching goal is to help brand managers better understand how to target different demographics with distinct brand personalities by analyzing the moderating influence of consumer variables. The research's fourth goal is to provide brand managers actionable insights. The goal here is to explain in detail how brand managers may utilize brand personality to boost brand equity and customer loyalty. The study's overarching goal is to provide brand managers with actionable tools and methods for boosting brand equity by identifying the primary determinants of brand personality and its impact on customer behavior. The study's ultimate goal is to provide new knowledge to the field of brand personality and consumer behavior. To achieve this goal, we must broaden and deepen our understanding of how brand personality affects consumer brand engagement. This research aims to add to the body of knowledge on the topic so that brand personalities may be better used to boost consumer brand engagement in future studies.

In conclusion, this research aims to do five things: investigate the meaning of "brand personality," how it affects consumers' loyalty to a company's product or service, how different characteristics of consumers moderate this relationship, what this means for brand managers in practise, and what this study adds to the existing literature. The study's ultimate aims are to equip brand managers with concrete tools and methods for boosting brand equity and to give a full understanding of the influence of brand personality in customer behavior.

Research Methodology

This research makes use of a wide variety of secondary resources for its analysis. Publications including scholarly papers, company reports, and novels will form the backbone of the research process. The focus of this research is to see how consumers react when they encounter a brand with a distinct character. Content analysis will be used on the secondary source data. This approach examines the content of the sources to draw conclusions about the brand's character and the level of involvement its consumers feel with the brand. The content analysis will include labeling and analyzing the data for patterns of occurrence, magnitude, and orientation. Relevance to the study questions and aims will be used to choose which sources to use. Credibility, reliability, and validity will all play a role in which sources are chosen. To locate these resources, we will use a methodical search technique that will include both keyword and citation searches. The data will be analyzed, and a story will be written, illustrating the connection between brand personality and consumer brand engagement. As part of the synthesis, the most important results, themes, and patterns from the data will be isolated and incorporated into a unified framework. In conclusion, the work employs content analysis and meta-analysis of several secondary data sources as its research approach. The research was conducted to help brand managers learn how to leverage brand personality to increase their brand's equity and to better understand the impact brand personality has on consumer brand engagement. The methodology gives a thorough and rigorous strategy for analyzing the data, which is appropriate given the questions and goals of the study.

Analysis and Findings

A study named "The Role of Brand Personality in Consumer Brand Engagement" analyzed and found that brand personality significantly affects consumer brand engagement. Secondary sources such as academic journals, industry reports, and literature were analyzed using content analysis and meta-analysis for this research. According to the findings, brand charisma has a major role in consumers' dedication to a certain product or service. Brands that succeed in making an emotional connection with their target audience tend to see an uptick in both brand loyalty and word-of-mouth advertising. The research found that honesty, passion, competence, sophistication, and ruggedness are the five pillars of brand personality. These variables were shown to have a significant impact on consumers' commitment to brands. The ramifications of the study's conclusions for brand managers are substantial. According to the findings, companies may boost their value by developing and sharing a compelling brand personality with their demographic. The importance of

understanding the qualities of consumers that influence the connection between brand personality and consumer brand engagement is also emphasized in the research. In short, the paper's analysis and results show that consumers' emotional investment in brands is strongly influenced by their perceptions of the brands' personalities. This research sheds light on the features of brand personalities that are most successful in enticing customers and reveals the consumer variables that modulate the connection between brand personality and consumer brand engagement. The study's results have important ramifications for brand managers who want to increase brand equity and customer engagement.

Suggestions

Based on the analysis and findings of the research paper, brand managers can enhance their brand equity and engage consumers more effectively by implementing the following recommendations:

- Develop a distinct brand personality: Brands should develop a distinct brand personality that corresponds with the needs, values, and preferences of their target audience. This will assist in developing a visceral connection between the brand and the consumer, enhancing brand engagement.
- Focus on the most important aspects of brand personality: Five dimensions of brand personality were identified by the study: sincerity, enthusiasm, competence, sophistication, and ruggedness. Brands should prioritize the aspects that matter most to their target audience and be consistent with their brand positioning.
- Effectively communicate brand personality: Brands should effectively communicate their brand personality through their branding, messaging, and marketing campaigns. This will contribute to the development of a consistent and compelling brand image that resonates with the intended audience.
- Utilize brand personality to differentiate from competitors: Brand personality is a potent differentiator. Brands should determine the distinctive characteristics of their brand personality and use them to distinguish themselves from competitors and establish a unique brand identity.
- Observe and adapt to changes in consumer behavior. Consumer preferences and behavior can fluctuate rapidly. Brands should monitor changes in consumer behavior and adjust their brand personality and messaging accordingly in order to remain engaging and pertinent.
- Social media is a potent tool for establishing brand personality and engaging consumers. Brands should utilize social media to convey their brand personality, share their brand's origin narrative, and engage with their audience.

- Train employees to exemplify the brand's personality. Employees are frequently the face of a brand and can have a substantial impact on consumer perception. Brands should train their employees to embody and effectively communicate the brand personality to consumers.

Using the power of brand personality, the aforementioned recommendations can help brand managers enhance their brand equity and engage consumers more effectively. Brands that establish a distinct and consistent brand personality, communicate it effectively and use it to differentiate themselves from competitors can create a strong brand identity that resonates with their target audience.

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